

ELECTRICAL

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SERVING THE APPLIANCE
RADIO • TELEVISION • AND
HOUSEWARES INDUSTRIES

New Shape, New Size For Portable TV

National Video begins sampling set makers with a square, 19-inch tube and the results are so good that some sets may be marketed in three months. *see page 2*

Who's Got Inventory On Air Conditioners?

Not us, say manufacturers, who point to record low stock levels as the result of pushing out merchandise to beat the Dec. 1 excise tax. Even so, few are worried about shortages. *see page 3*

Will Appliances Go Up If Motors Cost More?

That's a good question now that G-E, one of the biggest motor makers, has raised its prices 4%. *see page 3*

It May Be Hot in June But Don't Count On Index to Prove It

The Weather Bureau doesn't know yet if it will publish its controversial "discomfort indexes" this year—or what to call them if they decide to continue the service started last year. *see page 3*

Laws—Aimed at You

New York laws often set national pattern and bills to be proposed in 1960 are designed to protect customer. *see page 6*

Why Don't You Try The Karting Business?

Karting with a "K," that is. This sport is assuming big-time proportions and there may be a profitable spot in it for the appliance dealer. *see page 12*



This scene at Polk City is being played across the U.S. as last-minute shoppers keep dealers jumping, but . . .

After Christmas WHAT?

It looked like a record Christmas for business as last week drew to its holly-decorated close.

Santa's helpers—or almost every adult American—had money to spend, thousands of places to spend it and the desire to spread millions of packages under the shimmering spruces of the nation's living rooms.

"How to keep the momentum going?" That was a question many appliance dealers were asking. On the Pacific Coast and elsewhere came answers: ways to turn the once-quiet weeks after Christmas and New Year's into real money-makers.

EM Week correspondents, surveying the appliance business in key cities, found some soft spots. But resurging prosperity, the end of the steel strike and public confidence in the future were generally reflected in the happily jingling cash registers of dealers. Goods were selling well—from the shavers to be tucked into dad's mantel-tacked stocking to the dishwasher which Santa Claus had to send a plumber to install.

How was business? Here's what EM Week found through interviews with dealers and distributors who know their communities and local conditions:

New Haven, Conn.—Christmas volume is generally well up over 1958, but spotty. One guess says overall sales so far are up 10 to 15% from last year. Small appliances were moving fast. TV is holding its own, but radio, stereo and dryers are selling better.

Philadelphia—Holiday sales are generally up. Brown goods, paced by stereo, going fast. Transistors selling "like hotcakes" and "like eggs." "Fairly good" is the word on white goods volume.

Cleveland—One distributor summed up Christmas sales here as "much more than we expected after that strike." Volume estimates range from 10 to 25% over last year. Black-and-white TV and stereo are moving best for distributors. Ranges and laundry equipment are hot for dealers.

Wilmington, Del.—Consensus here is that the steel strike has been felt. Hi-fi, stereo, automatic washers and can openers are bright spots.

Chicago—Holiday business was slow in starting but generally good during the last two weeks. One distributor estimates sales are up

Continued on page 2

New TV Entry: A 19-Inch Tube

Sample shipments of the first 19-inch TV tubes are now under way from National Video Corp. Large-scale production will begin early in February.

Admiral gets credit for initiating the 19-inch idea with National and, for helping with the details. President Asher Cole of National put it this way: "They suggested that a 19-inch wide angle tube with square corners would be acceptable."

From the limited specifications available at this time, the new tube of the Chicago manufacturer fills that bill. It's square, just like the current 23's, and offers about 10% greater picture area. The new 19 achieves a deflection of 114 degrees, which is a new high.

Both laminated and non-laminated versions will be available. First production will be in the heavy-weight bulbs designed for use with separate face plate, but which can and will be laminated, using the Pittsburgh thin-sheet, polyester resin process.

The 19 has caught on with the set manufacturers, Cole indicated. "Some of our customers went ahead and designed sets from drawings," he stated, "and from the way things are going, I wouldn't be surprised to see sets actually on the market in the first quarter. We're tied to quantity delivery dates starting Feb. 1, and they don't hold them in inventory very long, you know." This makes it look as if early 1960 drop-ins might be 19's, and most likely, portables.

What's In a Channel? NBBB Wants to Know

Tone down your advertising, the National Better Business Bureau asked stereo manufacturers last week.

The NBBB's point: "Three-channel" stereo, as currently advertised, just doesn't exist. There are only two transmission channels on stereo records and those channels alone can determine the definition, not the multiple speaker hookup.

Motorola, one of the leading exponents of the "three-channel" stereo politely, but firmly, defended its definition.

"Three-channel stereo is a legitimate engineering development in stereo-hi-fi sound systems," explained Edward R. Taylor, executive vice president of consumer products.

"It is this very success that had led other manufacturers to adopt similar sound systems of their own and still others to complain because they do not yet have it."

But at week's end, the NBBB was not swayed. And the possibility of an eventual Federal Trade Commission action loomed as well.

"An FTC complaint would shake confidence in the industry and leave a bad impression all around," one industry observer pointed out.

And then there's always the chance that three-transmission channels would be developed for public consumption.

"What would industry call that?" the observer cracked.

AFTER CHRISTMAS WHAT? CONTINUED FROM PAGE 1

"maybe 10% across the board" from previous years. But another mourns, "We're afraid it just isn't going to be as good this year... we may go down 10 or 15%. Small traffics, stereo and TV are moving best. White goods—except for dishwashers—are slowest.

Richmond—Business is slow and no one knows why. Employment in Virginia hit an all-time high during November, but appliance sales for the holidays are off 15% from last year. Stereo is showing the only gains.

Memphis—Tennessee cotton farmers had a bumper crop this year, but they're hanging on to their earnings. Holiday business has been only "fair." Electronics are pulling better than white goods, with stereo and TV starring.

New Orleans—Seasonal sales are spotty, with estimates ranging from 3 to 65% up from last year. Dealers and distributors alike report white goods moving best—especially laundry equipment. TV, radio and stereo are slow.

Dallas—"We've been snowed under," says one distributor. But a dealer reports, "I may have to play Santa Claus and give them away if I can't do better. There've been lots of lookers but buyers are terribly anti-social so far."

Generally, sales have been slow getting off the ground. A pickup is expected this week. Traffic items are going well.

But it was no time to relax, many dealers believed, although business before Christmas was fine. Relaxation may help the nerves, but if it's money you're after, it depends on the promotions you think up in the next couple of days.

What to do? Here are promotions which have been successful:

Saturation mailing of 200,000 newspaper-size circulars arriving the

day after Christmas produced 25% of the total December major appliance volume for Foreman's TV Mart, Compton, Calif. The store management believes that customers then have money and the delayed intention of buying appliances—and it worked.

Hard sell of year-end clearances brought 30% of the December volume to Crosson's, Los Angeles. Before the kids' Christmas toys are off the living room floor, the store offers post-Christmas mark-downs.

Weather tie-in was used by Robohm Appliance and TV, Denver. Early on snowy, post-Christmas mornings, Leonard Robohm brought messages on automatic laundry equipment to women on the radio, pointing out that they faced another day of struggling with washing in the cold, damp outdoors. And he just happened to have automatic washers and dryers at special January clearance prices.

Direct mail campaigns with an "in with the new, out with the old" theme has made January one of the most profitable months of the year for Carl Hagstrom at General Appliance Co., San Francisco. "In with the new..." models are presented in display advertising form in a mailer during the first week in January. "Out with the old..." appliances are advertised in newspaper classified style in the direct mail campaign, directed at 20,000 customers. Hagstrom makes his volume in the clearance model which appeals because of the obvious saving between the "new" and the "old."

No special sale at all during January is the big January promotion for Western Appliance Co., San Jose, Calif. This store sells itself as one which "doesn't raise prices for the Christmas season—you can shop with confidence..." The approach carries the momentum right into January.



This eight-foot Santa Claus "cookie" strolled through San Francisco and Oakland streets, drawing prospects

to department store promotions featuring housewares and Westinghouse portable appliances.

Hoffman Shows New TV Tuner

The electric eye device, called LiteScope automatically adjusts picture contrast and brightness and is a feature of the 1960 Hoffman TV line, shown distributors in Chicago and Los Angeles last week. There also are two new 23-inch models with under-\$300 price tags.

The "eye" compensates automatically for light changes within the viewing area and for power changes from the transmitting station. A cigarette-pack size remote control unit to which LiteScope will be coupled will turn receiver on-off, control volume, switch channels.

Fifteen models—including the two low-end models introduced last week—will have 23-inch rectangular "Pan-O-Vision" picture tubes.

Hoffman's advertising effort is an integrated factory-to-distributor-to-dealer year-long plan. For 1960, Hoffman's new plans have the goal of increasing distribution, a sore spot for the West Coast company right now, and of achieving, through key dealers, recognition in the major markets.

Basic tool is going to be a quarterly event promotion. The first will be "Hoffman Gold Tag Value Days," starting with the new year. Distributor men will be calling on dealers armed with deluxe kits, all set to decorate the store, tag the appliances and go the full route.

Once decided on 1960 promotion plans, Hoffman went whole hog. There's a new fixed-inch-rate co-op plan, for example. Hoffman will contribute to distributor amounts based on such rates as \$14 an inch for the "Chicago Tribune." For the first quarter, total expenditures should run well over \$150,000.

THIS WEEK'S COLOR TV

MONDAY (All Times E.S.T.)

11 A.M. (NBC) The Price Is Right (Monday-Friday)
12:30 P.M. (NBC) It Could Be You (Monday-Friday)
10 P.M. (NBC) Steve Allen

TUESDAY

9 P.M. (NBC) Arthur Murray
9:30 P.M. (NBC) Christmas Music (Guests: Leonard Bernstein, Marian Anderson)

WEDNESDAY

8:30 P.M. (NBC) The Price Is Right (Bill Cullen, Emcee)
9 P.M. (NBC) Perry Como

THURSDAY

8:30 P.M. (NBC) The Night of Christmas
9:30 P.M. (NBC) Tennessee Ernie Ford Show

SATURDAY

10 A.M. (NBC) Howdy Doody
10:30 A.M. (NBC) Ruff & Reddy
1:45 P.M. (NBC) Blue-Gray Football Game
7:30 P.M. (NBC) Bonanza

SUNDAY

9 P.M. (NBC) Chevy Show (Guests: Gene Barry, Craig Stevens)

Air Conditioners Scarce After Rush to Beat Tax

But most manufacturers aren't worried. Why? Sales of units in the field will give them time to replenish inventories.

For the most part, the air conditioning industry remains calm even though its inventory is at an all-time low for this time of year. As one manufacturer's spokesman put it: "We don't have an inventory. But we're not bothered about it. We start worrying when we can't sell what we have. Not now."

Last year at this time manufacturers had an estimated 200,000 units on hand. This year, no one is sure, but one source puts industry inventory at less than one-fourth that figure.

The reasons are clear: Most manufacturers sold everything they had to distributors in a rush to beat the Dec. 1 excise tax deadline. And the steel strike cut down on normal fall output.

The cupboard isn't so bare as it might appear at first, though. Factory inventories are down, but dis-

tributors and retailers are loaded with air conditioners.

It's true distributors are moving units at a fast pace. Shipments in November were more than triple what they were for the same period last year. But it's time for the traditional 90-day drought for air conditioner sales. And it's doubtful that retailers will move enough units to deplete the stocks.

Manufacturers say there's time to build up stocks during the slack three months ahead. A Westinghouse source said the company is "figuring on meeting the spring demand." At Coolerator, a spokesman said they would be building inventory for the next 90 days. He added: "We're in pretty good shape from the steel standpoint, too. But, of course, we're only as strong as our weakest components supplier."

That was the one doubtful note in the reports from manufacturers. They were generally optimistic about replenishing inventories in time to meet the spring rush for air conditioners . . . but. And there was always a but. None of them were outguessing the steel strike.

Weather Bureau Starts Search for New Discomfort Index Name

Air conditioning industry waits for decision. Fate of D. I. may depend on poll.

The word was out all over the nation. The U. S. Weather Bureau is asking its stations for comments on the use—and desirability—of discomfort index.

Haunted by the furor the name created last summer (it was hastily changed to temperature-humidity index), the bureau is also seeking

a more palatable, less incendiary name.

Eventually—and it may come in March—the bureau must decide whether the index will be required as an official report in all stations, or whether it should be dropped.

The optional status which the index held last summer is considered "untenable" by Weather Bureau officials because no budget allowance can be made for that type of a report.

Air conditioning salesmen would like nothing better than to see the discomfort index become permanent. Using the soaring figures last summer to bulwark their sales pitch, merchants rang up a record number of sales.

But as the discomfort index figures climbed and air conditioner sales bubbled upward, tempers of local chauvinists boiled over.

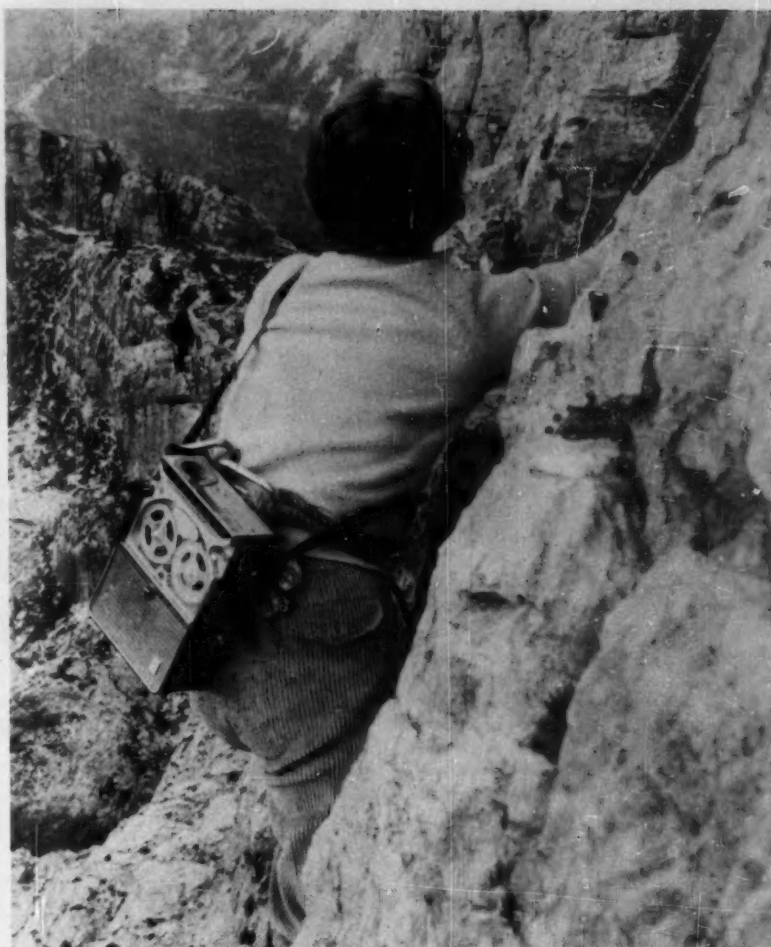
Outraged Chamber of Commerce officials, convention bureau and resort operators complained loudly, fearing high discomfort index readings for their areas would scare away customers.

Grumbled a Washington, D. C., tourist official: "We have plenty of trouble just trying to convince people this place isn't near the equator."

As things turned out, only 50% of the weather stations used the index. Most of them were in northern areas. The index was opposed in the south because of higher readings.

The Weather Bureau's search for new names has turned up some tongue twisters: thermidity weather index, tole-rate, thermostation, atmosfactors, humi-table, climature.

And maybe one the air conditioning salesmen might not care for at all: fan factors.



Blind Mountain Climber Reaches Summit

Aided by a Steelman portable Transi-tape, Mrs. Tomi Keitlen, blind author, scales Cinque Torre in Italian Alps. Her companion, Mrs. Bonnie Prud-

den, first climbed the peak, recording each step. Mrs. Keitlen plugged in to recorder and followed the instructions foot by foot up the mountain.

G-E's 4% Increase in Prices Will Hit All Motors Except . . .

. . . those powering electric sinks, home laundry equipment and hermetic refrigerator compressors.

And it's a lot easier to list the appliances the increase won't hit than the ones it will.

The price hike applies to all motors General Electric Co. builds "in NEMA 66 and smaller fractional horsepower frames." Translated this means that come Jan. 11, G-E motors with diameters from about 5 1/4 in. to about 8 3/4 in. will cost 4% more than they do now.

Included in that range will be motors powering anything from vacuum cleaners to fans to power

tools. And not just G-E appliances, either. In fact, according to a G-E spokesman, the company probably sells more of the motors affected by the increase than it uses in its own products.

In revealing the hike to EM Week, H. A. MacKinnon, vice president and general manager of G-E's electric component products division, pointed out this is the first price increase on these motors in over three years. He added that during that time G-E has reduced prices on many motor lines in the face of increasing labor, material and other costs.

In the past year alone, MacKinnon said, these cost increases have hit about 4% without including excess steel costs because of the strike.

Hoover Co. Winds Up Litigation With U.S.

Eighteen months of litigation ended for the Hoover Co. last week. Entering into a consent decree in Federal Court in New York, the company was enjoined from:

"Concerted price fixing" anywhere in the country.

"Certain boycotting practices."

Entering into "fair trade" agreements in New York and New Jersey for one year.

Disseminating any price information to retailers in the New York metropolitan area for two years.

The consent decree ended an antitrust action started by the Justice Department in March, 1958, which charged Hoover with conspiracy to "fix, stabilize and maintain retail prices of its vacuum cleaners" in violation of the Sherman Antitrust Act.

A consent decree does not constitute an admission of guilt. The defendant merely promises to abide by the provisions set forth.

Roper Brings Out Jubilee Line

New features in Roper's 1960 gas range line include chrome-lined ovens and the "Flame-Master" low temperature oven heat control.

The new line—tagged Roper's Diamond Jubilee line to commemorate the Kankakee, Ill., company's 75th anniversary—was unveiled at a Chicago sales meeting. The Diamond Jubilee theme will be featured in company advertising and promotions in 1960.

Flame-Master—a brand new feature on many Roper models—per-

mits oven temperatures as low as 140 degrees to keep foods warm without drying them out. The chrome-lined ovens will be standard on Roper's Gourmet and Epicure models.

Ranges will continue to come in 40-, 36-, 30- and 20-inch models. New to the 40-inch model in 1960 will be the Rotis-O-Grill, which barbecues, broils and grills on top of the range. The Rotis-O-Grill itself has been improved with new vertical broiling racks.

For Whirlpool: A Redhead, A Rose, and Plenty of New Orders

... And distributors for the company, gathered in St. Louis, learned of the "human approach" planned for 1960.

"Once a week . . . every week . . . in 'Life,' 'Time' or the 'Post.'"

If you can imagine 300 tough appliance distributors singing those words to a more-than-slightly cornball tune, then you can appreciate Whirlpool's planned "human" approach to national advertising and promotion in 1960.

"Once a week" means just that. Whirlpool has a 60-time split schedule in the three top print media next year. That's big money for a big job.

And every ad will display little red-headed girl with big red-headed rose. The girl happens to be Juliette Deal, a pixieish, genuine kid who comes across sweet and true in pictures. For Whirlpool's purposes, she's the family symbol.

As such, the little redhead is a new approach in appliance merchandising. She'll show up everywhere in print, selling the idea that "your family will love our family of RCA Whirlpool appliances."

Up strongly in every category but one, product managers struggled hard against complacency. The pitch boiled down to these requirements and these goals:

In ranges: The time to push has come. A re-featured new line designed for retail sales floor performance (with such demonstrable features as removable broilers, "picture-window" controls, a big look in backsplashes and new, competitive prices) should alter the hitherto undistinguished performance of Whirlpool ranges.

In laundry: Whirlpool naturally takes a calmer view, despite this year's sales problems with the combo which took a clobbering on price and size from all kinds of competition in 1959. But with a big chunk of the market, Whirlpool satisfied the distributors with a new rust-proofing coating, some de-automation in the top-end washers and a new dispensing lint filter. Implicit in distributor satisfaction was the promise of a new combo in 1960, sure evidence that Whirlpool will bow to the inevitable.

In refrigeration: Re-styling, bigger emphasis on the ice-maker, and an unabashed return for the third time to "No-Frost," Whirlpool's no-nonsense name for its frostless system, tells most of the product story.

In other lines: freezers, dishwashers, vacuum cleaners, disposers were going well, particularly dishwashers. Thus, the pitches were restrained and the information plentiful.

Whirlpool's St. Louis distributor convention was the last of its kind—for a while anyway. Hereafter, the company is going to divide up the year's offerings and show on several occasions, allowing more concentration and throwing less strain on the factory.



Ray Muldoon, ad manager, holds Juliette Deal, THE symbol.

What Makes This Dealer Unique? 390 Feet of Salvaged Tanker

Paul Brady is 45, runs a middle-sized appliance store, has a wife, 2 kids. He's worried because holiday business is off.

But that's not the half of it.

The other half is that 390 feet of salvaged tanker docked in Norfolk.

It all started last March when Lloyd Deir, a business acquaintance, asked Brady, who sells his appliances in Suffolk, Va., to put up \$5,000 to salvage the tanker, African Queen.

The African Queen broke up nine miles off the Maryland coast during a storm on Dec. 30, 1958. Although 200 feet of bow was torn off when the tanker hit a shoal, the ship did not completely sink.

But 44 days after the crew had abandoned the Queen, the ship's owners officially dropped all claim to her without removing a thing. Under the law the ship—and everything aboard her—became an open prize.

Salvagers scrambled out to the ship when they heard the news and grabbed approximately \$250,000 worth of loose equipment ranging all the way from pots to radio transmitters.

Undismayed, Deir figured what was left—turbines, motors, pumps and other equipment—plus the ship itself was worth anywhere from \$1 million to \$2 million, depending on the method of disposal. He believed that with \$50,000 and five weeks he could float the battered hulk.

Brady decided to ante up, forming a corporation with Deir and Beldon Little, who had originally suggested the venture.

As it turned out, the \$5,000 was not the last the appliance dealer was to contribute. He dug into his pocket again and again and finally wound up by spending three months on the Queen while his wife took over the store.

By the time the tanker was floated and brought into Norfolk, over nine months had passed and better than \$100,000 had been spent.

And the final outcome? Not in sight and, so far, not so hot.

"We've found the shipping business was in poor shape," explained Brady, "and especially tankers."

Last week, the tanker remained in Norfolk running up a \$550-a-day docking fee and there was:

No sale in sight.

No clearly established title to the African Queen.

And Brady's and Deir's right to the ship was being contested in a court action.

If there's a moral here, it escapes Brady. But the situation is rich in irony: Despite a parade in Norfolk, plenty of local publicity and a substantial story in the "Saturday Evening Post," his holiday business is off. And it's off because of peanuts.

"Suffolk is a peanut town," Brady explained. "The market was okay, but the crop was kinda poor. That hurt."

WORLD NEWS

- Japanese transistor radio production hits a record.
- British television receiver deliveries near record year.
- German manufacturer founds an Austrian subsidiary.

TOKYO—Total transistor radio production in Japan, which accounts for nearly 90% of the production of all radios, hit an all-time high in October. The Japan Electronics Industry Assn. said the figure was 983,766 sets.

Total radio production reached 1,179,859 sets, up 120,000 above September. October exports to the United States included 665,309 transistor radios. Total value of all radio exports was nearly \$10 million. The association also announced that October output of television sets was 282,152, also a new record. None was exported to the United States.

LONDON—British Broadcasting Corp. plans to extend the range of its sound broadcasting. The result: Possible construction of between 60 and 70 local very high frequency stations throughout the country. Controversy may erupt, it was learned, because the pressure for commercial radio—particularly local radio designed to serve local interests—is mounting in Britain. BBC has been broadcasting in the VHF frequency spectrum since 1954. The new stations are planned to fill in the gaps throughout the nation where VHF reception is poor. A spokesman for the BBC said that these gaps consist of only 4% of the country.

LONDON—October figures from the British Radio Equipment Manufacturers Assn. indicate that a record year is in the making for total deliveries of television receivers. October's 390,000 units brought totals for the first 10 months of 1959 to 2,176,000, which is 52% above the level for the corresponding 10 months of 1958.

BONN—Allgemeine Elektrizitäts-Gesellschaft (AEG), Germany's second largest electric company, has founded an Austrian subsidiary called AEG-Austria GMBH. It will begin operations early next year in Vienna. The German parent company provided 60% of the \$380,000 capital, with the rest coming from a Viennese bank. The new company initially will manufacture appliances and small electrical equipment. Later it is planned to branch out into heavy electrical equipment.

Old Line Clockmakers Team up for New Line

That's the word from the just-organized New England Clock Co. in Farmington, Conn. William K. Sessions Jr., president, was with the Sessions Clock Co. for 26 years. Nils Magnus Tornquist, New England's vice president, has been an industrial designer for a number of appliance and housewares manufacturers, including General Motors, General Electric and Sessions.

The company will put out a "highly styled, popularly priced" line of electric, spring driven and battery operated clocks.

ATTENTION ZENITH DEALERS!

Make plans now to attend your distributor new product showings!

Zenith announces 1960 Sales Plans...

exciting all-new products... new styling...

all-new dealer profit-sharing plan...

all-new merchandising models...



TO ALL ZENITH DEALERS:

URGE YOU ATTEND YOUR ZENITH DISTRIBUTOR'S AFTER-CHRISTMAS DEALER SHOWING WITHOUT FAIL. EXCITING NEW PRODUCTS, NEW STYLING AND ZENITH'S NEW--REPEAT--NEW DEALER PROFIT-SHARING AND MERCHANDISING PROGRAMS TO BE REVEALED. ADVANCE PLANNING BY ZENITH TO GIVE YOU FAST START FOR 1960, EXTRA SALES AT FULL PROFIT AFTER YOUR PEAK SELLING SEASON. MAKE 1960 YOUR GREATEST PROFIT AND VOLUME YEAR--WITH ZENITH.

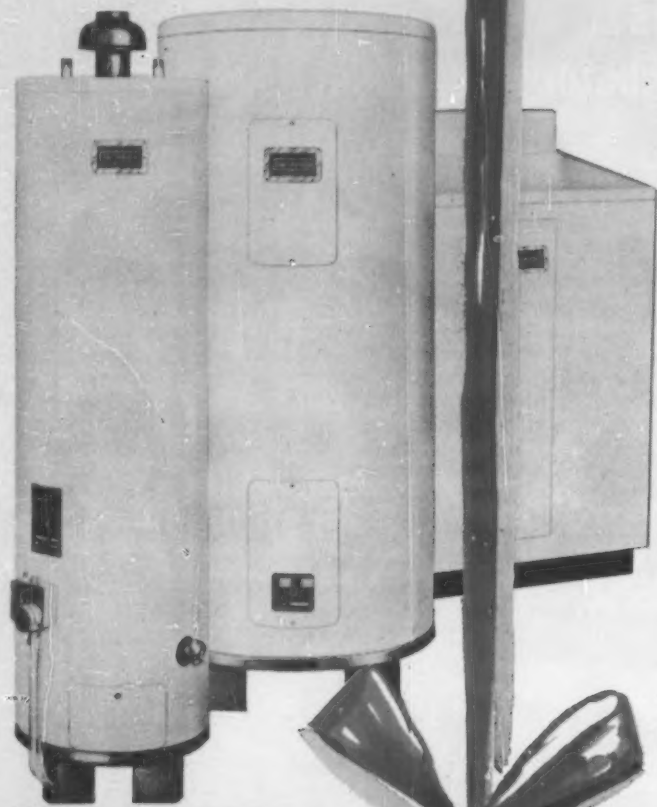
L. C. TRUESDELL
EXECUTIVE VICE-PRESIDENT,
MARKETING

ZENITH

*The quality goes in
before the name goes on*



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS • The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 41 years of leadership in radionics exclusively.



a gift so lasting.....

TOASTMASTER

Automatic Water Heaters

Except in cases of emergency, the installation of a new water heater, even a Toastmaster Automatic Water Heater, may not bring shouts of delight. Real appreciation comes later, with recognition of silent, low-cost efficiency . . . the fine, unobtrusive hot water service that goes on year after year. If you haven't already, you'll discover it's a pleasure to sell Toastmaster* Water Heater features . . .

Life-Belt External Element
No lime or scale in tank!

Choice of Tank Linings
Glass or heavy-duty galvanizing!

Fiberglass Insulation
Keep heat inside, costs down!

World-Famous Trademark
Helps pre-sell customers!

Promote *quality* . . . sell
Toastmaster Automatic Water Heaters

CLARK WATER HEATER COMPANY
5201 W. 65TH STREET
CHICAGO 38, ILLINOIS

*Reg. T.M.



Santa Boats Along Wintry Chicago River

Promoting the ACCO power lawn mower, convertible into an outboard motor, "Santa" and helper putt-putted

into Polk Bros., Chicago, by pontoon boat. The outboard of the package pushed the boat.

'Protection' for Consumers in N.Y. Is Urged on the State Legislature

A glimpse at what legislators in Albany want often tips off future legislative moves in your state.

New York's unusual law which permits "pre-filing" of bills prior to Jan. 6 opening of the Legislature brought renewed demands for an office to protect the consumer.

Attacks on advertising, Sunday closing, cut-price sales and bill collection methods also are contained in some of the bills dropped in the Senate and Assembly hoppers at the capital of the nation's most populous state.

Because of its nation-wide political influence, lawyers and legislators throughout the United States keep their eyes on the New York Legislature. Frequently it reflects the thinking of large masses of voters, holding opinions which may later crystallize in other sections of the country.

The most unusual bills, however, were submitted by Democrats from New York City. Since the Legislature is dominated by upstate Republicans, few of these measures have much chance. But New York Republicans, led by politically ambitious Gov. Nelson Rockefeller, are an adaptable lot. Frequently bills

first submitted by Democrats are embraced by Republicans and later passed as GOP measures.

Calls for consumer protection in the bills include a measure to set up a "consumer counsel" in the Executive Department. Democratic Gov. W. Averell Harriman had such an officer in his administration.

Two Democratic leaders submitted bills seeking a "permanent consumer protection division" to advise the governor and legislature on matters affecting consumers and to represent consumers' interests before regulatory agencies.

Advertising merchandise which you don't have on hand at the time the advertisement was published would become a misdemeanor under a bill proposed by Democratic Sen. Nathaniel T. Helman. Misleading advertising also is the object of a bill by Assemblywoman Aileen Ryan, a Democrat and school teacher.

Her bill would prohibit advertising of guarantees on merchandise unless the identity of the guarantor and the extent of the guarantee were conspicuously stated.

Subliminal advertising (those split-second messages which consumers can't see, but supposedly absorb subconsciously when flashed on a movie or TV screen) also would be illegal under one of her bills.

Some other proposals which the Legislature will consider would:

License TV servicemen, setting standards for their practice.

Require rebuilt TV tubes and sets to be tagged as "rebuilt" or "re-processed" before they are sold.

Modify Sunday closing laws so that retailers who keep a day other than Sunday as the Sabbath won't have to close on Sunday, too.

Prevent advertisers from offering merchandise at "reduced prices" unless the merchandise actually was for sale at a higher price during preceding six months.

Sales Tax End Recommended

Elimination of the Wyoming State Sales and Use Tax on trade-ins has been recommended by the Cheyenne Central Labor Union.

Under the proposed change, which would have its biggest effect on sales by appliance, TV and auto dealers, a buyer would pay the 2% tax only on the difference between the sale price of a product and the value of the item traded in. Such taxing of only the net price is common in other Far Western states.

Under the present Wyoming law, the buyer pays tax on the full retail value, regardless of a trade-in.

PEOPLE in the NEWS

Admiral Corp.—Two men have been elected vice presidents of the television-appliance manufacturer. Ross D. Siragusa Jr. will become vice president of the electronics division. Harris Hesketh will be vice president of the company's branch distributing division. Both positions are new ones.



R. Siragusa Jr.
of Motorola



H. Hesketh
of Motorola

Emerson Electric Mfg. Co.—Bernard Purcell has been appointed assistant vice president in charge of operations and general manufacturing manager for the St. Louis company. Don Norton will be assistant manufacturing manager and manufacturing engineer.

Speed Queen, a division of McGraw-Edison Co.—Four men have assumed new positions in the division. Frank Buelow will be director of special services. Robert Cornwall will be assistant to the president. Robert Froberg will take over Buelow's former position of service



R. Frederick
of G-E



E. Howington
of G-E

manager, and Ken Bucher will assist him.

General Electric Co.—R. R. Frederick has been named to the new post of manager of sales planning and advertising for freezers in the household refrigerator department. Two men have been named to posts in the dealer development section of the company's major appliance division. E. F. Howington will be manager, national accounts, and C. G. Eser will be manager, major accounts.

There have also been several management changes in the company's south Texas district. R. W. Riggins will manage advertising and sales promotion for the district. In Houston, R. E. Harrison will



C. Eser
of G-E



G. Laberheim
of Regina

manage dealer sales; W. E. Aldredge will handle television and room air conditioner sales; and R. T. Skeer will be manager, contract and built-in appliance sales. In San Antonio, L. A. Croucher will be branch manager.

The Regina Corp.—George C. Laberheim has been elected vice president, administration, for the Rahway, N. J. manufacturer.

Radio Corp. of America—Reorganization of the company's home instrument activities resulted in the following appointments: Jack S. Beldon, president, RCA Sales Corporation, will have responsibility for

marketing activities for all the company's home instrument products. Reporting to him will be J. M. Toney, vice president, market planning and product development; R. W. Saxon, vice president, home instrument sales; J. M. Williams, manager, advertising and sales promotion; and R. M. Ryan, vice president, regional finance.

Delbert L. Mills will join the company as a division vice president, home instrument operations. Reporting to him will be: E. I. Anderson, chief engineer; W. E. Albright, manager, television and radio—"Victrola" manufacturing; J. D. Walter, manager, materials; P. W. Hofmann, controller; and P. R. Slaninka, manager, personnel.

And in an appointment at RCA semiconductor and materials division's new plant in Mountaintop,

Pa., William E. Circe has been named manager, plant personnel.

Manitowoc Equipment Works—Richard C. Walker has been appointed general sales manager of the company's appliance division.

Skil Corp.—Six men have been appointed district managers for the Chicago power tool manufacturer. The men, who will supervise sales, distribution, distributor relations and sales training, are: Christopher Herbst, northeast district, New York; John E. Cumberland, southern district, New Orleans; Wallace M. De Long, Great Lakes district, Cleveland; Paul F. Boehne, north central district, Chicago; Stanley F. Morgan, south central district, Des Moines; and Anthony W. Frewen, western district, Los Angeles.

5th in a series
of weekly Gibson
messages to
all appliance
dealers

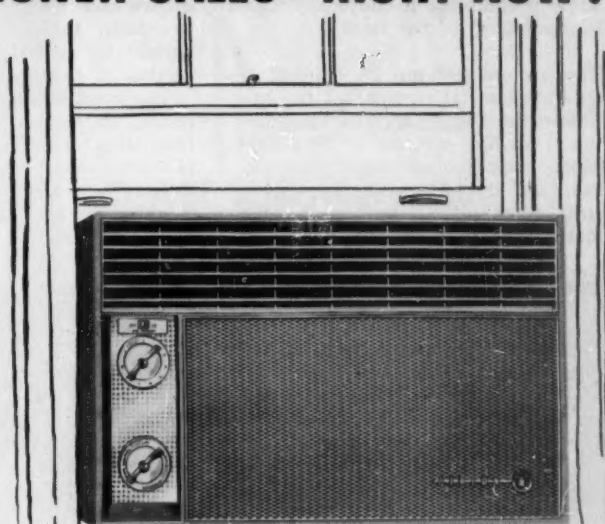
AIR-SWEEP! GIBSON'S RECIPE FOR

HIGH-GROSS AIR CONDITIONER SALES--RIGHT NOW!

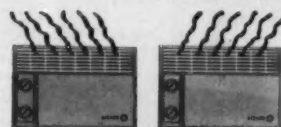
Sell window units in mid-winter? Now? With snow on the ground in lots of places? You just bet your balance sheet you can! Gibson says it can be done—Gibson Dealers are proving it can be done, today. The big Gibson 71-S Air-Sweep is the answer!

Why? Because there isn't any other window unit like it on the market—no one can shop your price down! Only the Gibson Air-Sweep—with automatic, power-driven louvres—gently sweeps clean, cool air across the entire room every 5 seconds . . . ends drafts, hot-spots and half-way cooling . . . gives 30% more effective cooling. And, with Gibson's startling stereo demonstration record kit, it's sales floor magic!

But why now? Because most Gibson Distributors can still supply tax-free Air-Sweeps today. Grab some in any event, but why sit on 'em until summer? Promote now, before prices get pounded down. You can't do it with just any r.a.c.—but you can with the close-it-now demonstration power of Air-Sweep. Profit is in style all year long—get yours now!



30% more effective cooling!
115 v. plug-in—no special wiring!
Cools wall-to-wall, automatically!



The Air-Sweep Secret!
Behind the upper grille is a row of small, upright, air-distributing louvres—silently, automatically powered by a small aircraft-type motor. Push the Air-Sweep switch—clean, cool air wafts across the entire room every 5 seconds—gives you 30% more effective cooling!

WANT TO HEAD FOR HAWAII BY JET IN '60?

get going...get

Gibson

Gibson Refrigerator Company, Greenville, Michigan, a Division of HUPP Corporation

An Appliance Record System That 'Tells All'

This hardware store's major appliance "history book" shows purchases, inventories, sales, prices, trade-ins and other data on a day-to-day basis for quick reference and control

Hill's Downtown Store, a hardware establishment in Alice, Texas, has formulated a record system for major appliance purchases, inventory and sales that has contributed materially in stepping up turnover and reducing "leaks" in pricing and service.

Joe R. Rehmet, store manager, has combined on a single sheet, bound in one book, all the information needed at any time on every major appliance stocked.

The sheet used measures about 11x19 in. and is punched to fit into a looseleaf binder which constitutes a "history book" of all major appliances stocked.

The book is separated into sections by dividers, properly indexed, to provide a section for each major appliance line, such as refrigerators, ranges, washers, ironers, television sets, radios, freezers and water heaters.

Each sheet carries the record of seven individual items, and is ruled to set apart these seven individual sections.

The first perpendicular column shows the date of the invoice of the seven appliances recorded on the sheet. Then extending to the right are headings for columns to show a complete in-store and customer record of the item.

The second column is headed to show the serial number of the appliance recorded and its designation (Washer, TV, etc.). The next space gives the pertinent information on the floor-planning note, such as the note number and the maturity date. Following that is

the data on the note payoff date and the gross amount. Follows then the code that tells the cost of the item, including interest on the floor-plan note.

Another heading shows the cost of freight on the appliance and its shipping weight; the next tells the freight line's bill number and the date of payment.

Then follows a heading to show the delivered price of the appliance, as it is tagged on the floor. The next column shows the tax to be added to the selling price.

The record sheet from this point is devoted to the appliance from the time it sells, and the first column gives the name of the salesman who sold it. Then follows the date the appliance was delivered to the customer, the actual selling price less discount or trade-in allowance, the sales ticket number, and finally the complete name and address of the person who bought the appliance.

"We keep this record book on the counter of the office at all times," Mr. Rehmet explains, "so that we may check at any moment on any phase of any specific appliances in stock. For example, we can see at a glance how many freezers we have in stock, their sizes, and prices, simply by referring to the freezer section of the book."

The book shows at any time how much the company owes on its floor-plan deal, and when various notes are due. It shows at a glance exactly how much the company has invested in any specific appliance, and this serves as an automatic



Hill Appliance Store Manager Joe R. Rehmet studies inventory records.

guide in making trade-in allowances.

Finally, it serves as a perpetual inventory of every appliance group in the store, for the record is maintained daily, the final entries being made from sales tickets made at time of sale.

A section in the back of this record book maintains all data on replacement units ordered by the company for appliances sold, whether under the warranty or for service beyond the warranty.

This sheet records the code and description of appliance serviced, the cost of freight on the replacement unit, its price, model, and serial number, date the replacement was installed, date bill of lading was returned, date of credit memorandum from the manufacturer and

the amount (if within warranty) and the date the credit check is received. Periodically Mr. Rehmet checks these records to see that credit checks are coming through.

A separate record, filed in a companion binder, records the store's activity, in condensed form, in appliance sales day by day for each month.

This is a daily sales sheet and data for it comes from tickets recording individual appliance sales.

From left to right, under appropriate headings and on a single line, the recorded data shows the date, the customer, appliance name and model, serial number, price, trade-in allowance, net price, cost of item plus freight, and finally the gross profit from the sale. Two final columns show the accumulated sales and accumulated gross profit for the month to that date. Final entry for the month automatically shows total sales and total gross profit for the month.

A special card file is a final supplement to the appliance department's record system, arranged under customers' names, which shows every warranty appliance ever bought by every customer, whether on credit or for cash.

Every time an appliance is repaired for the customer, under the warranty or not, the facts go on the card. When the customer buys a new appliance, the complete, condensed, information on the appliance goes to the card. Thus over a period of years a great deal of data accumulates on a regular customer, and it is valuable in numerous ways.

"By utilizing these three records," Mr. Rehmet explains, "we are able to see in a moment anything we want to know about any phase of the appliance business—inventory on hand, sales at any point during the month, gross profit at any time, the appliance purchases of any customer, with dates and descriptions—anything that we need to know about any individual appliance or customer is available to us at once."



Rehmet demonstrates refrigerator in section of large appliance section of his Alice, Texas, store.

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**Electrical
MERCHANDISING WEEK**

330 West 42nd Street New York 36, N. Y.

A DEALER SALESMAN says

'To Lose a Friend, Give Him a Deal'

I have just witnessed the best method to rid yourself of a life-long friend. That is to sell him a TV set. This is how it happens.

A few weeks back my boss sells a cherished buddy a television at cost. This friend, whom we shall designate #1 for reasons soon to be apparent, becomes so convinced that our prices are right he sends in a friend of his, #2, to buy a hi-fi.

As an accommodation to friend #1, the boss sells #2 the hi-fi at \$5.00 over 50 lot cost (the five spot is to cover delivery). Then the fun begins. No sooner is the hi-fi delivered and set up in #2's home than we get a call from his wife. The little woman advises that she does not think her husband got his money's worth. She further demands that we take the set back at once and make a refund.

Naturally the boss does not want to in any way embarrass friend #1, who sent this profitable deal our way in the first place. So he sends out a truck and picks up the hi-fi (on which friend #2 has managed to place scratches in the veneer in the few hours he has it).

With the two-way trucking, it is already the kind of deal that has put better men than we into bankruptcy, but my boss is happy to wash his hands of the whole affair.

This should be the end, but unfortunately it is not. Perhaps friend #1 has become emboldened by my boss' willingness to appease #2. Anyway, the next day we get a call from #1. He complains that he cannot get service on this TV he bought from us at cost. We check with the service man and learn that #1 is demanding a service call after 9 pm—which hours they do not work. The boss calls his friend back and explains this.

That very night, for the first time in many a moon, the store is crowded with customers. Suddenly friend #1 stomps in bellowing loudly about service. He is followed by two robust pals who are carrying his TV. They make such a clamor with their complaints that some nervous customers are starting to seek the exit. My boss, sweating profusely, takes in the situation in one glance and does the only thing possible to gag his pal before a night's business goes down the drain. Right on the spot, he gives his buddy a brand new TV to replace the old one which is merely in need of a horizontal adjustment. The friend is naturally overjoyed. Needless to say, my boss has other feelings.

From the end of this beautiful friendship, I learn one lesson—do not be over anxious to sell a friend. The average customer knows there is a limit to the satisfaction he can expect. So does a friend—the sky.



"... and before I knew it the picture got so blurry that I couldn't tell one boxer from another."

ABOUT THE AUTHOR—For reasons which will become increasingly obvious as you read this column in future issues, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he'll share with you here once a month.

Do You Know How To Take Inventory?

Before you answer, study these ten tips which explain how
—and why—good inventory techniques can save you money

1. Is a physical inventory necessary?

- **Yes.** And for two very good reasons. First, the Internal Revenue Bureau requires it. The Code specifically says: "In every business in which the production, purchase or sale of merchandise produces income, an inventory is necessary. The listing of unsold goods at the beginning and end of each year is required to correctly reflect the income for tax purposes."

- **Second reason:** Changes in inventory will affect your taxable profit. For example, you may not sell all the stock you buy during one year. That means your inventory will be larger at the end of the year than at the start. Or, the stock you sell during a year may include all your purchases plus some of the carryover from a previous year. Result? A substantially smaller end-of-the-year inventory. In both of these examples, it's the change in your inventory—not the goods bought and sold—which determines your taxable income.

2. Can you report taxable income with a book inventory?

Yes, since a book inventory shows your exact inventory position at any given date. But the Code warns that you must verify your book balances with physical inventories—at reasonable intervals, in most cases, once a year.

3. When should you take physical inventory?

It depends on how you keep your books. The Internal Revenue Code lists only one rule: "The inventory of unsold goods on hand at the beginning and end of each year is required." "Year" means taxable year—a fixed period of time not longer than 12 months.

If you keep books on a calendar year basis, you must report inventory as of December 31. But, for practical purposes, you can take physical inventory on some other day and adjust your book inventory to bring the two in line. You'll find you get a quicker and easier physical inventory if you wait until:

- Stock is at a low point.
- Sales are slow.
- The store is closed.

4. What should a physical inventory include?

Everything, some say. But that can

lead to confusion. To be specific, here's a checklist of items you should count:

- All stock in store, stockroom and warehouse.
- All stock on display in windows and on ledges.
- Any merchandise loaned to other merchants for display.
- Goods in transit—if you have title.
- Goods on consignment—if you have title.

Just to be sure there's no mix-up, here are some items which don't belong in your inventory:

- Supplies such as paper, twine, bags, sweeping compound.
- Store equipment and fixtures.
- Customers' merchandise—already counted in sales—which you're holding.
- Goods in transit—if you don't have title.
- Goods on consignment—if you don't have title.

5. Can you take depreciation on your inventory?

No. Section 472.b of the Internal Revenue Code makes it clear that inventories are not depreciable property. That means, your last year's ending inventory—in dollars—should equal this year's beginning inventory.

6. How do you value merchandise which is unsaleable?

Put a reasonable selling price on it. If you run into any direct selling or disposition costs in liquidating unsaleables, subtract them from the fair value you've given the merchandise.

7. What's the best way to value inventory?

Again, it depends on your setup. Here are five of the most common ways to figure inventory values:

- **Cost.** That is, invoice cost minus any trade or other discounts. You can subtract cash discounts from the invoice price, or credit them to a cash discount income account.
- **Cost or Market**—whichever is lower. At the end of a taxable year, compare invoice cost and current market value of each item in stock. Take whichever is lower—cost or market—for your inventory figure.
- **Retail.** Record all stock at retail

selling prices. Then subtract your average markup figure.

- **FIFO.** Or first-in, first-out. Assume the first merchandise in stock is also the first sold.

- **LIFO.** Or last-in, first-out. Here you assume just the opposite—that you sell the stock you've acquired most recently. In other words, your remaining inventory represents the merchandise that's been around the longest.

It doesn't matter—so far as income tax reporting goes—which method you choose. Just as long as you follow it consistently throughout the complete inventory. (One exception: It's all right to count part of an inventory with LIFO.)

8. What about changing your method of valuation of inventory?

It's OK—if you have the Commissioner's permission. Apply within 90 days after the beginning of the taxable year if you want to be covered by the return.

9. Is there any way you can get in trouble over inventory valuation?

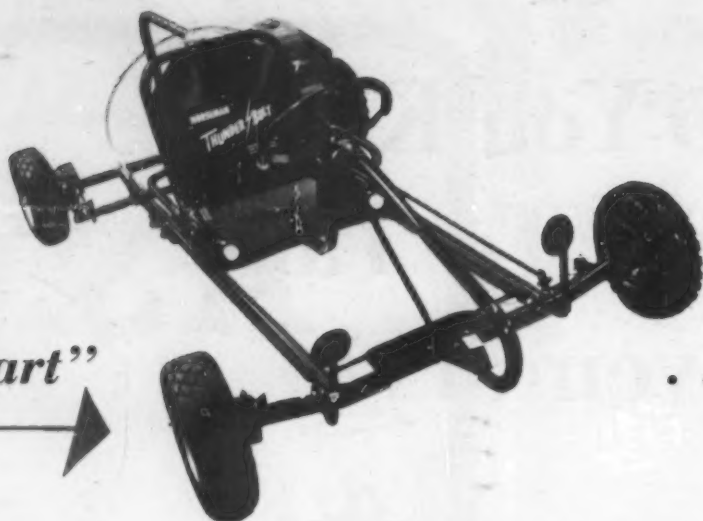
Yes. Watch out for these practices which the Internal Revenue Code lists as wrong:

- Deducting a reserve for price changes or depreciation allowance.
- Using a nominal value for your inventory without taking a physical stock count.
- Failing to include part of the inventory.
- Counting stock in transit when you don't have title.

10. How can you save time and money in taking inventory?

Everybody has his own system, but here are some shortcuts you might have overlooked:

- Plan your inventory well in advance.
- Make a map of the store to be sure you count everything—only once.
- Organize stock ahead of time for quick, easy and accurate counting.
- Select, assign and instruct employees for inventory.
- Have a central control for listing sheets. That way you won't omit part of inventory or take some parts twice.
- Spot check during the physical count to be sure it's accurate.



This is a "kart" →

← ... and this is "karting"

Already, this new family sport is assuming the proportions of a national fad. And, since no one type of retailer dominates in this booming market, there's every reason to believe that . .

You Too Can Make Money on Karts

There's a new fad working its way East from California and it might just have a buck in it for appliance dealers.

The growing fad is called "karting" and revolves around a tiny motorized hot rod called a go-kart. These karts sell for about \$150, and the full range of prices go from the starter unit at about \$35 all the way up to about \$500 and there are enough step-ups and accessories to warm any salesman's heart.

At the recent National Hardware Show in New York, some six manufacturers of karts were making their first pitch for hardware and department store business.

EM Week asked if appliance dealers could sell these things? "Any on-the-ball retailer can get in this business," was the answer from distributor Marvin Arnold, whose Arnold-Dain Corp., Mahopac, N. Y., calls itself the midget car headquarters of the East. Arnold and other trade sources report that as this fad has worked across the country, a dozen types of outlets have gotten on the track including department stores, hardware stores, hobby shops, bicycle, sporting goods, toy stores, gas stations, auto and auto accessories dealers.

The kart is developing its own market and exists between the old soap box derby wagon and the quarter midget racing car. According to "Business Week," a McGraw-Hill publication (Sept. 12), quarter midget racing is a booming motorized Little League that has grown in 10 years to 2,000 quarter midget tracks and 70,000 drivers in the 14- to 16-year-old age bracket. Their cars cost \$500 to \$1000 and are officially geared down by their national association rules, and by daddy, to 30 to 35 miles per hour.

Karts, however, are cheaper, and hold a far greater potential. John Sauer, publisher of "Quarter Midget World" magazine, estimates that there are already 100,000 karts on

tracks in school yards and in supermarket parking lots. The difference is that daddy can wrap his legs around the wheel of a low slung kart and go—if he soups up the power mower motor—up to 70 miles an hour and more. Or, depending on the degree of organization of the local Go-Kart Club of America chapter, the kart too can be geared down for small fry racing. And there are already 58 national regional chapters.

The first national sweepstakes of karting held in July in California, drew karts and drivers from seven states. And, according to Frank "Duffy" Livingstone, 34-year-old president of the Go-Kart Manufacturing Co., Azusa, Calif., the average age of drivers was 35 years old.

Go-Kart's own track is on a five-acre layout and cost \$20,000 to build. In St. Louis there is a \$70,000 karting track. Elsewhere there are \$10,000 karting tracks sponsored by local chambers of commerce, civic and fraternal groups. But karting can happen anywhere. Since several states already have regulations against use of karts on streets, and have already passed laws demanding licenses for karts and kart drivers, karts are sold "for driving on private thoroughfares." "Private" means most often a supermarket or shopping center parking lot in off hours—mornings and Sundays. Enthusiasts lay out tracks, pits, obstacle courses, and hold organized competitions or just putt around.

Official rules and regulations are available from the Go-Kart Club of America, Inc., PO Box 806, Azusa, Calif., Donald H. Boberick, president. Kart manufacturers have organized into the American Kart Manufacturers Assn., 5959 Hollywood Blvd., Los Angeles 28, Stanley Fox, secretary. The hot rod magazines give frequent ad and editorial space to karting ("Hot Rod Magazine," "Motor Life," "Motor

Trends," Rod and Customs"). "Popular Science," "Popular Mechanics" and "Mechanix Illustrated" cover karting too. And there's a 75¢ book on karting ("Let's Go Karting," by Spencer Murray) available from Peterson Publishing Co., at the above AKMA address.

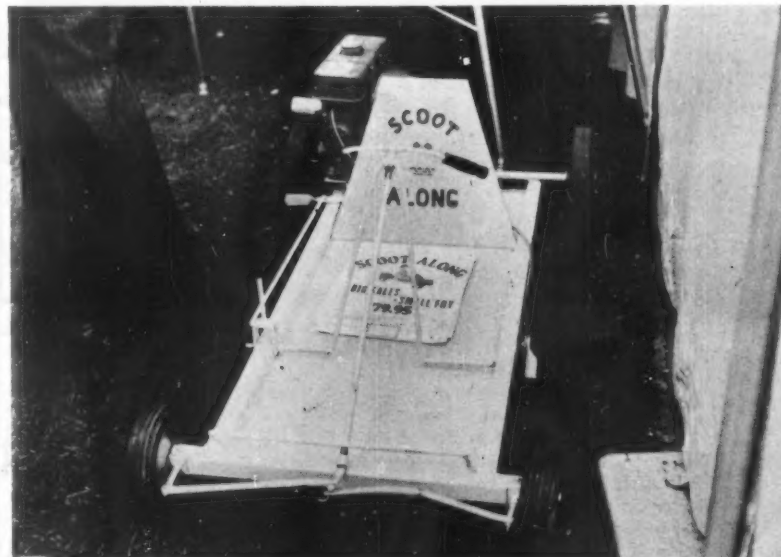
Is karting a business, however? Yes, but it is having growing pains, especially in the area of distribution details. Already there are some 50 members of AKMA. But there is also a second flight of garage assemblers of karts like the group which surrounds the hard core of power mower manufacturers. With assemblers, the industry may total as many as 300 manufacturers.

Clinton Engines, one of the big guns of power mower motors, has put half a million into research of special karting motors, did over a million in that product group in 1959, up 1,000% over 1958, ac-

cording to the "Wall Street Journal." Briggs & Stratton, Power Products, West Bend, and most other manufacturers of power mower motors, supply 2 to 5½ horsepower engines for karting. Goodyear and General supply both tread and "racing slick" tires.

How big is the business? The AKMA is not sufficiently geared to supply any real marketing figures. But at the Hardware Show, sales vice president E. V. Mills of Rocco Products, Minneapolis, the biggest space taker, claimed that Rocco would sell 100,000 karts this year. Go-Kart's Duffy Livingstone feels such a figure is ambitious estimating that anyone "moving 400 to 600 karts a month is doing real good."

Rocco's Mills says that only about a dozen manufacturers with long association with various phases of the hardware business have set up karts on a two-step basis with margins attractive enough to both



This is the low-end. An assembled \$79 Scoot Along non-racing kart moves along at 10 mph and is consid-

ered a toy. Its big brothers cruise at 35 to 70 mph and are organized into a 58-region national association.



distributors and dealers. Most of the business goes direct and the dealer margin is about 25% off list and often as low—already—as twenty-two dollars on a \$149 kart.

Distributor Marvin Arnold says that many of the leading makers are trying to set up discount structures which will support national distribution and will fit pricing structures traditional to the bigger retailing outlets.

At the Show, however, pricing wandered over a broad range. One factory offered 25 to dealers and 15 to distributors; another 25 direct to dealer with the dealer picking up the freight tab. Another offered 20 for distributor and 30 for dealer with free freight on over six pieces. Another offered direct dealers 30 and 2 for one to five pieces; 30, 10 and 2 for six and over.

Freight can be a problem. The most popular kart weighs out for shipping at from 80 to 125 lbs. And

"assembly" often involves welding.

Service can be important. Some karts are sold to the do-it-yourself trade in kits KD (knocked down). Some are sold assembled.

Here are some typical examples of merchandise, accessories, additions, parts, from Show literature and from ads.

The low-end kart, a coaster type, non-motorized goes out at \$39.95 retail, for body frame and wheels. Add \$16 to \$19 for motor mounting kit. Add \$40 to \$60 for motor—the high-end units use two motors. Add \$15 for clutch kit. And there are many accessories from \$10 seat belts, \$15 seat cushions, front and rear bodies, roll bars, nerfing bars, to a \$90 trailer for hauling the kart to the karting area.

Here are some Show examples of retail pricing of assembled cars:
Musgrave's Muscat Rambler,

\$210, with Manetti body, \$299 (Musgrave, Inc., 2755 Columbus Ave., Springfield, Ohio).

Percival's Hellcat and Wildcat covering both Class A and Class B karting, \$199 and \$265 respectively, and both had larger engine step-ups. Minimum order two each. Dealer discount 25 off and one-half freight allowance when paid net in 30 days. All karts shipped freight collect. Weight 115 lbs and 135 lbs respectively.

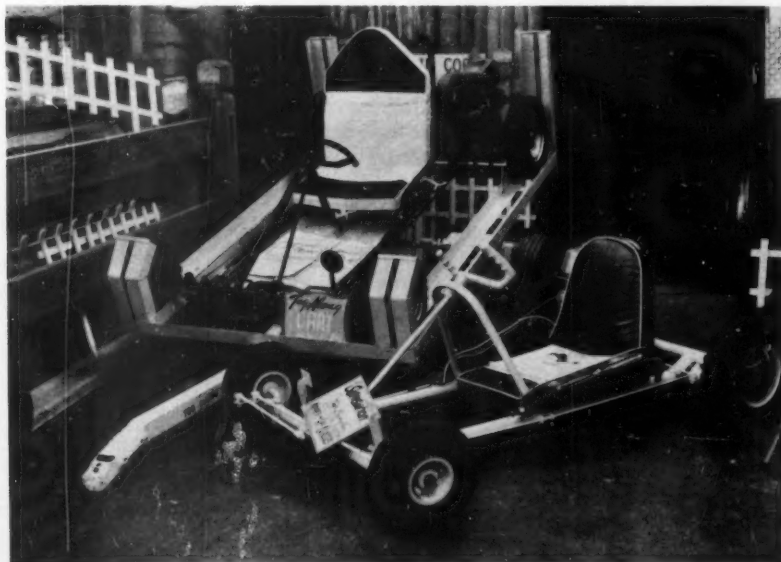
Low-end non-racing kart—considered in the toy category—10 mph Scoot Along, \$79.95, from Acorn Tool (York & John Sts., Cincinnati, Ohio).

Rocco offers the full line: non-motorized \$39.95 Pushmobile (\$129 complete and ready to go); \$198 ready to go; \$429, less motor, quarter midget racer. Rocco claims 35,000 output of Pushmobile basic karts last year. (Rocco Products,

Inc., 2916 Fourth Ave., S., Minneapolis 8, Minn.)

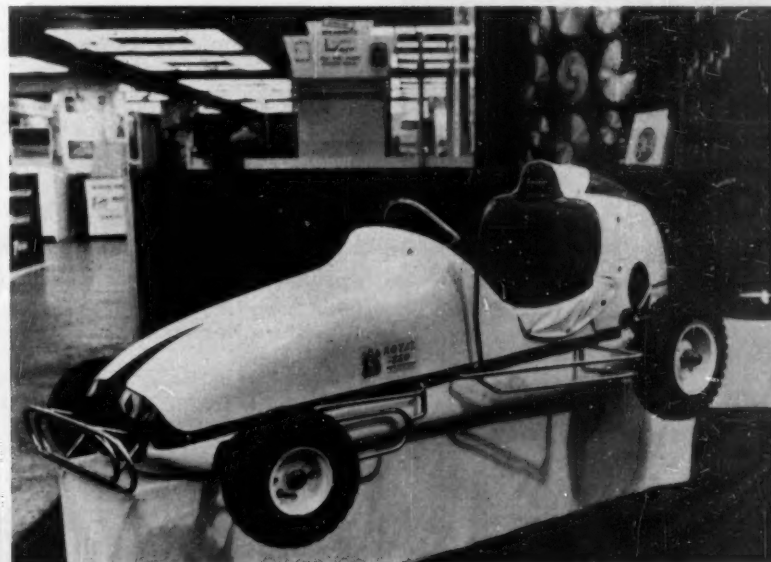
Is the kart an item for appliance dealers? It could be. It is certainly worth a look especially for those dealers who normally break out into summer sidelines in the early spring.

Opinions from several affiliated trades agree that the item has not yet found its ultimate channel of distribution. It has affinity to both the power mower business and the motor bike-junior hot rod business. It has great "family sport" potential. If karting already exists in a market, many types of promotional retailers can get in for a share. If it has not happened yet in a market, just about any type of dealer can take the lead in organizing the sport and setting up a department to supply it. Like the man says: "You give away the razor to sell the blades."



This is a step-up. Since most states forbid karts on public streets, manufacturers sell trailers (like this \$159

Coronet) as an accessory which permits you to carry your kart to the race track or other "private" place.



This is the high-end. As a matter of fact, this \$500 quarter midget is not really a kart at all. Karting fits in

between soap box derby wagons and quarter midgets like this deluxe version in the picture.



A. Kordalski says:

"TAKE IT FROM ME..."

*No sales outfit can succeed
unless every sale
is backed by
dependable service!"*

ANTHONY T. KORDALSKI
STERLING LINDNER CO.
Cleveland, Ohio

"Appliance selling has changed a lot in the past dozen years—but one phase never changes . . . service after the sale is just as important now to future sales as it was back when Frigidaire replaced the ice box! That's why we, as sales dealers, sell the value of good service . . . even though we don't do the servicing ourselves. More than that, we believe that our responsibility to customers starts when they are still prospects. That's why we advertise factory-trained Frigidaire Authorized Service backing every Frigidaire Appliance we sell. We are well aware of the fact that our reputation is at stake every time a serviceman makes a call. That's why we take an active interest in the kind of service our customers get!"

"Yes, take it from me, good service is important to sales and repeat sales."

A. T. Kordalski

Sterling Lindner Co.
Cleveland, Ohio

Over 10,000 Frigidaire dealers know the Frigidaire formula for long-range success . . . a quality product backed by quality service! They know too, that—

BBA* SERVICE MAILINGS HELP YOU KEEP IN TOUCH WITH FUTURE PROFITS!

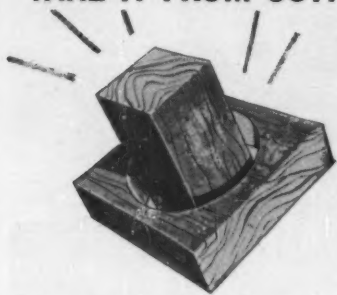


*BBA—"Bring 'Em Back Again"—that's the goal of a sparkling series of low-cost mailings available to Frigidaire Dealers. On a planned schedule, these timely messages remind customers of your interest in their product satisfaction—and pave the way to increased repeat sales. For more information on Frigidaire Service, Parts and Programs (including the profit-proven BBA Plan), call or write your nearest Frigidaire Factory Branch or Distributor's Office listed on the next page, or Service Department, FRIGIDAIRE Division, General Motors Corporation, Dayton 1, Ohio.

FRIGIDAIRE goes all the way

TO BUILD SALES THROUGH SERVICE LEADERSHIP!

TAKE IT FROM US...



There's a Factory Part just right for every job—usually at Lower Net Cost!

"Misfit," says the dictionary, is "something that fits badly, does not adapt readily." Misfit appliance parts can cause costly man-hours, unnecessary call-backs and customer dissatisfaction. For the right part, at the right price, call or write:

FRIGIDAIRE SALES CORPORATION OFFICES

ATLANTA, GA.
2995 E. Ponce de Leon Ave.
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2315 Cecil Ave., Baltimore 18, Md.
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25 Blandford St.
BUFFALO 2, N. Y.
1018 Main St.
CHARLOTTE 1, N. C.
P. O. Box 1192
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1200 N. Homan Ave.
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1729 E. 22nd St.
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Minneapolis 14, Minn.
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NEW YORK 19, N. Y.
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1250 53rd St.
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500 E. Hunting Park Ave.
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McGregor's Inc.
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MIAMI 36, FLA.
Domestic Refrigeration Co., Inc.
134 N. W. Third Ave.
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Major Appliance Co.
1101 Jackson St.
ROCHESTER 4, N. Y.
Chapin-Owen Co., Inc.
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W. H. Bantz Co.
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SAN ANTONIO 6, TEXAS
Straus-Frank Co.
P. O. Box 600
SIOUX CITY 2, IOWA
D. K. Baxter Co.
P. O. Box 1707
SPOKANE 1, WASH.
Sunset Electric Co.
North 703 Division St.
SYRACUSE 1, N. Y.
Onondaga Supply Co., Inc.
344 West Genesee St.
TAMPA 2, FLA.
Byars-Forgy, Inc.
105 Twigg St.
TORONTO, CANADA
Frigidaire Products of Canada, Ltd.
1901 Eglinton Avenue, E.
Scarborough, Ont., Can.



FRIGIDAIRE

Division of General Motors
Frigidaire Service Department,
Dayton 1, Ohio

A DISTRIBUTOR says

'I Can't Afford These Free Trips'

So he hit him. An executive of an appliance manufacturer on one of those "all-expenses-paid" dealer junkets in Paris smilingly asked a distributor, "how about having another one of these free-dealer trips next year?" And the distributor promptly pasted him in the face with a crepe suzette.

The distributor, it seems, had just finished scribbling all over the tablecloth at the plush Tour d'Argent (dinner for each dealer, \$18).

The penciled tablecloth scrawling was somewhat like one of those abstract paintings. The more the distributor looked at the figures the stronger became the impact of their meaning. It was dawning on him how expensive a "free" trip can be.

What does "free" cost? What was described by the manufacturer as just a "nominal sum" to the distributor for each of his dealers making the trip, turned out to be a chunk of money that tore a hole in his profit structure.

Now, refiguring his costs with the newly discovered trip expenses, the distributor has learned that instead of making only 8 or 10% (which he reluctantly agreed to "in the interest of perking up sales" and getting new dealers), he is really only making about 5 or 6. This is way under what he needs to break even.

And that new business... Yeah, but what about all those new dealers and the extra volume he received from some of the old but more dormant dealers?

The statistical Mona Lisa on the tablecloth has the answer to that one too. Almost half of the dealers lapping up champagne and hummingbird tongues owe the distributor sizeable amounts going back more than six months. These dealers are now loaded to the gills with merchandise they bought to make the trip.

The distributor can anticipate that no great volume will be done with these accounts for at least the next two or three months. Just thinking of this, the distributor pictures a sales graph with a single line plummeting downward at a sharp angle.

Suddenly he also realizes that because of this and because of the high inventory of merchandise which he bought to support these newly activated dealers, he will not be open to buy the "deals" and "dumps" which almost always seem to follow a manufacturer-sponsored trip.

Not so "good will." But what about the "good-will" created among the dealers of good credit who DO pay their bills, and who made the trip?

Half of them have "the tourist disease," that odd form of dysentery which never hits the slow-paying free-loaders.

These good-credit dealers are being plied with banthene pills and syrupy words and the distributor, wondering if he will ever be able to hold these accounts after they return, is ruing the day he ever agreed to the trip in the first place.

On top of everything else, almost every dealer on the trip (good-pay, slow-pay and no-pay) has heard that he may be subject to income tax for the trip's value and is indignantly clamoring that the distributor pick up the tab for this item, too.

He tosses down a double cognac.

He hasn't quite finished making a balance sheet on the tablecloth as to how much money exactly the Paris trip has cost him.

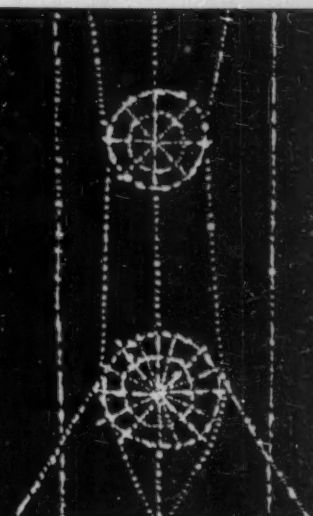
The only thing he knows at the moment is that his blood is boiling and that a red flash is spreading up his neck.

At this point, the factory executive saunters up, smilingly asks a simple question—and POW! right in the kisser.

Second thoughts. With each new factory-sponsored dealer trip, the distributor is getting more gunshy about going along. He is beginning to learn that, as there is many a slip 'twixt the cup and the lip, there is a vast difference between the travel folder image of a grinning tourist sipping champagne under the Eiffel Tower and the distributor's best dealer nipping at a bottle of Kaopectate.

A properly run dealer trip can be of great value to a distributor. But if every manufacturer runs one, where is the edge? And after the trip is over, how much extra profit, sales volume and good-will realistically have been registered? And why is it that some of the biggest names in the appliance field are soaring to ever higher sales heights without sponsoring a trip?

ABOUT THE AUTHOR—The creator of this column is a well known distributor sales manager who, for obvious reasons, doesn't want to be identified. His free-wheeling comments on the industry will come to you monthly from now on as still another new editorial feature of EM Week.



DON'T MISS THE

BLACKSTONE
PROFIT
PARTY*
22nd Floor
CONRAD
HILTON

* Refreshments, and a look at the complete new Blackstone Laundry Line from budget wringers through deluxe automatic washers—gas and electric dryers. SUITE 2200, during the winter market.

NEW PRODUCTS

FEATURES THIS WEEK

1960 lines: Welbilt and Hotpoint air conditioners • Whirlpool washer-dryer combinations and ranges • Kelvinator refrigerator-freezers and dishwashers • Dixie freezer • Hoffman and Packard-Bell TV sets



WHIRLPOOL WASHER-DRYER GC-50

RCA WHIRLPOOL Washer-Dryer Line

Pushbutton controls, delayed action dual dispenser and redesigned control panel are featured in the new RCA Whirlpool gas and electric combination washer-dryers for 1960.

Styled in compact 33-in.-wide cabinets, the new combinations require only 2 settings to activate complete washing and drying cycle for a 10-lb. load; a touch of any one of 5 pushbuttons produces correct wash and rinse water temperatures, washing time for fabric to be washed; 3 drying cycles requires only a twist of a knob to get safe drying heat and correct cooling-fluffing period for regular, delicate or wash'n wear fabrics.

Delayed action dual dispenser with separate compartment for bleach

and fabric conditioner, injects these additives into circulation system at exact moment for bleach during the wash cycle and in final rinse cycle for fabric conditioners.

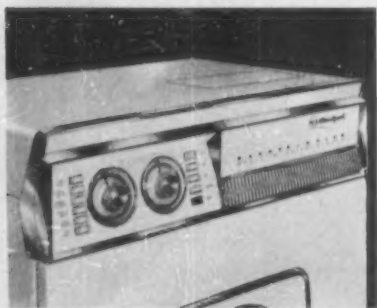
Waist-high, chrome-trimmed control panel with aqua mist and gold accents has full width fluorescent light and flood light above pushbutton control center for easy viewing when setting operating controls.

Filter-stream wash action uses 12 gal. water per wash plus amount absorbed by clothing.

Among other features of the new RCA Whirlpool combination washer-dryer line are: tempered heat which eliminates hot and cold spots during drying cycle by heating air in a scientific pattern before it passes through clothing; a built-in heater which provides hot water regardless of tank temperature.

Lint and other foreign matter is trapped in built-in automatic lint filter, which slides out for easy cleaning.

Drying cycle features an automatic cooling-fluffing action; fluffing of pillows and blankets is also possible at completion of drying cycle by pushing a button on control panel. Whirlpool Corp., St. Joseph, Mich.



WHIRLPOOL WASHER-DRYER CONTROL PANEL

RCA WHIRLPOOL 1960 Range Line



RCA WHIRLPOOL BUILT-IN OVEN EI176H

Features in the RCA Whirlpool 9-model free-standing 40- and 30-in. range line include removable oven doors for easy cleaning; roast sentry control which cooks meat to exact degree selected at the turn of a knob, then buzzes continuously when meat is ready; picture-window control panels to accentuate high-style designed backguard; control knobs on backguard top away from heat zone.

Additional features include 2-set automatic clock timer, infinite-heat surface units, rotisserie, thermostatically controlled plug-in griddle.

Thin jetube surface burners swing up for easy cleaning; Dispos-A-Bowls aid surface unit cleanability.

Oven features include balanced heat, radiant-heat broiler, built-in Bar-B-Kewer, rotisserie; Ka-Bob and Roto-Baste, optional. Porcelain-enamel cabinets are acid-, stain- and rust-resistant; in pink, yellow or white.

The built-in line of electric ovens has most free-standing range features. Heading the 8-model line are the Imperial 17-in. EI176H, and giant 24-in. Custom EI246H. Both feature a Bar-B-Kewer, 2-set automatic clock, rotisserie, roast sentry and signal lights. Roto-Baste and Ka-Bob, optional. Removable doors for easy oven cleaning are standard on all built-in ovens; smoke-

less broiling; inside or outside venting; signal lights. Some are available in brushed chrome, copper tone, pink or yellow.

Top of the 5-model line of built-in surface burners is the Imperial EI508H with big capacity 1500-watt griddle in middle. A thermostatically controlled 2-in-1 burner can be used as a 6- or 8-in. element by turning a knob. High-speed flash unit, infinite heat controls, signal lights, top-mounted control panel, 2 standard 1500-watt, 2 giant-size 2600-watt jetube burners are other features. EI508H comes in stainless-steel finish only. All others, in brushed chrome, pink, yellow or copper porcelain-enamel finish. Whirlpool Corp., St. Joseph, Mich.



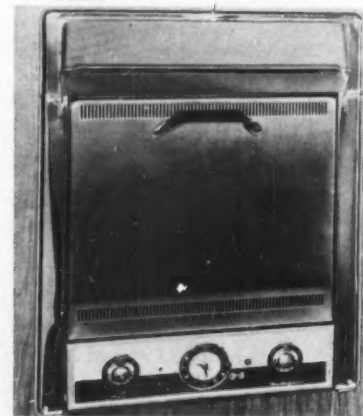
RCA WHIRLPOOL RANGE EI409

L & H Built-In Oven

Built-in oven with integral exhaust blower system needs only 1 installation and wiring hookup. L18ARH fits 24-in. cabinet, is 18x18x19 1/2 in. in size.

Motor switch concealed on front trim; switch controls exhaust blower motor except when broiling; blower motor is turned on when thermostat knob is turned to broil so that exhaust system automatically operates when broiling or rotissiating. Hood covers stranded removable aluminum filter. Air discharges through blower back. 2-speed, 3-spit rotisserie; easy-view windows optional; stainless steel, copper, yellow, pink, turquoise or white.

Price, \$294.25. L & H Dept. Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22, Calif.



BRIEFS

A new line of heating thermostats has been introduced by Penn Controls.

Wall thermostats 800A single pole and 800B two pole; 810A single pole and 810B single pole are designed for installation in base-board units or other applications requiring temperature sensing element remote from thermostat mechanism.

Styled to harmonize with modern or traditional decor, these heating thermostats are finished in beige and silver. A click dial feature makes possible precise temperature adjustment. **Penn Controls Inc., Goshen, Ind.**

Dura-Lite's "Fluorescent" light bulb blends with any decor; in several shapes, with regular or candelabra bases in a wide range of wattages for chandeliers, candelabras, starburst fixtures and decorative lamps; weatherproof finished, it is suitable for post, porch, patio or garden. The new "Fluorescent" bulb line includes 3-way 100/300/400 watt models. **Duro-Lite Lamps, Inc., North Bergen, N. J.**

Skinner-Seal "Saddle Tee" designed for washer, dryer, heater, gas refrigerators and other appliance installation, takes the place of tee, union and nipple and eliminates need of cutting, threading old pipe, reducing installation costs.

Available with threads at outlet for pipe connections or with flared joints for copper tubing; made with malleable iron and electroplated; has standard neoprene asbestos composition gasket riveted to make it leak-proof and solvent resistant; heavy electroplated bolt completes tee. **M. B. Skinner Co., South Bend, Ind.**



SKINNER-SEAL "SADDLE TEE"

Moe Light's outdoor fixture "Light Command" lantern post, has a built-in photoelectric control unit to turn light on automatically at sundown and off at sunrise. These fixtures also have a grounded 3-wire convenience outlet for lawn mowers, hedge clippers, rotisseries and Xmas lights. **Thomas Industries Inc., 410 S. 3rd St., Louisville, Ky.**



"LIGHT COMMAND" LANTERN

YOU'RE ahead with DIXIE

in Sales and PROFIT!



You're ahead in sales and profit with DIXIE—the gas range line designed for competitive merchandising that does not sacrifice *your* profit.

DIXIE Gas Ranges keep you up front in the race for range volume. They bring in the customers; they sell customers because DIXIE Dream Ranges offer today's homemakers what they want—automatic cooking and pace-setting style at a budget-minded price.

And *You're Ahead* in profit when you move a DIXIE range. DIXIE ranges are factory-planned for competitive pricing that allows you full markup! Here's proof:

You can retail DIXIE Gold Star gas ranges at \$178.50 and maintain your full 35% markup!

Don't miss the profitable, competitive DIXIE Line
**SPACE 11-116 • MERCHANDISE MART
CHICAGO**



DIXIE PRODUCTS, INC.
CLEVELAND, TENN.



HOTPOINT DELUXE SERIES

HOTPOINT 1960 Air Conditioners

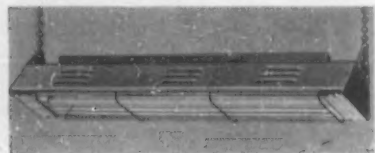
Eight air conditioners in 3 series ranging from 7500-Btu 115-volt model to an 18,000-Btu 230-volt model is offered by Hotpoint for 1960: Powerhouse, Deluxe and Budget.

Powerhouse series has 3 models: ADL82A, an 18,000-Btu 230-volt model; ADL62A, 15,000 Btu 230 volts and ADL52A, 12,000 Btu 230 volts. Features of the Powerhouse series include a master mind control panel which puts complete control of air conditioner at user's fingertips and a thermostatic temperature control for maintaining coolness user selects. "Silent Knight" switch allows user to switch from high daytime fan speed to quieter speed at night; for additional quiet operation the compressors are mounted on springs; its 2-speed fan is anchored in rubber, and cooling chamber is insulated with sound-deadening material.

Deluxe series has 3 models: ADK42A, 10,000-Btu 230-volt model; ADK31A, 9000 Btu 12 amp 115 volts; ADK27A, 7500-Btu 7½-amp 115-volt model. This series has the same deluxe features as Powerhouse series; master mind control panel; thermostatic temperature control; "Silent Knight" switch and insulation for quiet operation.

Budget series of 2 models, ASK32A, 8500-Btu 230-volt model; ASK21A, 7500 Btu 12 amp, 115 volts. Features include master mind single-knob control panel for on-off and thermostatic temperature control and special insulation for quiet operation.

Hotpoint also offers a do-it-yourself installation booklet showing how all eight 1960 models can be installed with simple tools, for a sizeable saving in installation costs. **Hotpoint Inc., 5600 W. Taylor St., Chicago 44.**



ELECTROMODE QUARTZONE HEATER

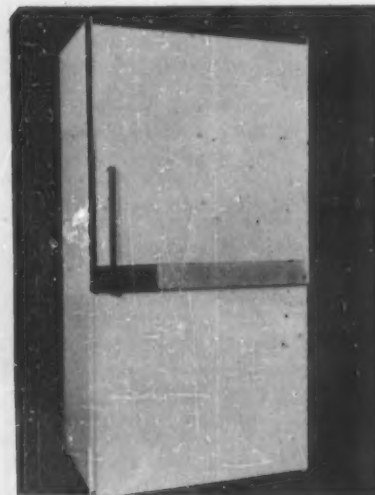
ELECTROMODE Heaters

Indoor and outdoor areas can be made more comfortable and usable in coldest weather with Quartzzone tube electric heater, announced by Electromode.

Designed so that infrared rays emitted from Quartzzone fused quartz tube may be directed to a specific area (infrared rays warm the persons or objects upon which they are directed, rather than surrounding temperatures), this heater will keep people warm in

exposed areas, as well as extend season for outdoor living, on patios, swimming pool, barbecues, etc. by on-off switch, time switch or thermostat.

Infrared rays emitted by metal coils pass through the fused quartz tube without appreciable heat loss; has high resistance to thermal shock; even at red heat will withstand rain or snow. Made with a louvered, weatherproof housing, bonderized and finished in golden bronze with chrome-plated guard; interior finished with reflective aluminum; designed to direct radiant rays over rectangular area; comes with universal brackets for chain suspension or for bolting to ceiling and wall brackets. **Electromode Div., Commercial Controls Corp., Rochester 3, N. Y.**



DIXIE FROSTLESS FREEZER

DIXIE Frostless Freezer

Dixie announces entrance into the freezer market with an automatic Dixie Frostless Freezer.

A blower circulates air throughout freezer cabinet at approximately zero degrees; any moisture in air is frozen as it hits cabinet. Once a day the moisture, which has been converted to frost on cooling coil, is melted automatically by an electric defrosting heater; on only briefly, the heater automatically shuts off once frost is removed. Frost goes to a "condensate eliminator," eliminating need for water disposal. Dixie Frostless upright freezer comes in 2 sizes: 16 cu. ft. and 20 cu. ft.; styled to fit into any kitchen.

Dixie-Narco Inc., Div., Dixie Products Inc., Cleveland, Tenn.

KITCHEN-AIRE Range Hood Fan

Stewart Industries, Inc., announces the addition of the Kitchen-aire Challenger "700" hood fan to their line of Kitchen-aire and Stewart-aire ventilators and range hoods.

The new hood features a pushbutton control panel for high-low fan speeds and on-off light operation; additional features include mitered corners, aluminum mesh filter; double light sockets and twin 3¼x10-in. knockouts for horizontal, through-the-wall or inside the wall, between studs venting, or vertical exhaust through cabinet.

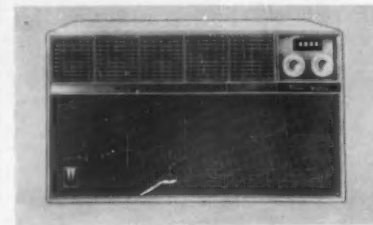
Heavy duty cold rolled steel construction adds strength and rigidity to hood and makes more stable installation; a 6-bladed,

8-in. fan provides 700 cfm free air; features high pressure characteristics for more efficient operation.

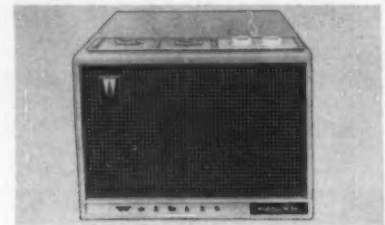
Available in coppertone enamel, solid stainless steel, electroplated brushed antique copper and hammered antique copper; standard sizes: 24-, 30-, 36-, 42- and 48-in. lengths. **Stewart Industries Inc., 320 East St. Joseph St., Indianapolis 2, Ind.**



KITCHEN-AIRE CHALLENGER "700"



WELBILT "POWER MASTER" SERIES



WELBILT "MIGHTY MITE" SERIES

WELBILT 1960 Air Conditioner Line

"Mighty Mite," Power Master and Wall Slim series are announced. "Mighty Mite," a 6400-Btu, 7½-amp unit for casement or double-hung windows has thermostat, permanent filter; 2-speed fan; integral chassis.

"Power Master" has above features; fresh air intake; adjustable air grills; two 1-hp, 115-volt, 7½-amp models with 6400 and 7100

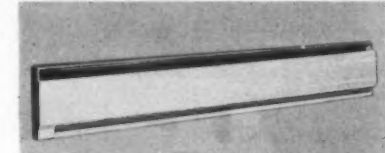
Btus; a 1-hp 208/230-volt, 9-amp with 10,600 Btus; 3 reverse-cycle units with automatic condensor defrost.

"Wall Slim" series has above features; with slide-out chassis in 8 models; a 1½-hp 115-volt 12-amp; two 1½- and two 2-hp units for 208/230-volts; and four with reverse cycle unit. **Welbilt Corp., Maspeth 78, N. Y.**

EMERSON Electric Heaters

Emerson Electric announces a line of baseboard units, heat cables, in-the-wall heaters and heat pumps. Baseboard units designed to develop 250-watts per ft., or approximately 850 Btus; features include built-in thermal overload protector that keeps unit low until obstruction is removed—it does not turn unit off, but reduces heat to minimum; comes in 4 sizes (3,4,6 or 8 ft.); standard units operate on 240 volts; also available in 208 or 120 volts, 2 in. deep, 7 in. high; all units and accessories in beige baked enamel; flat surfaces.

A complete line of radiant heat cable in popular wire sizes is also announced, plus 6 in-the-wall heat-



ers from 1500 to 4000-watts, designed to permit mounting between studs; taupe or beige finish; fits flush with wall; aluminum finish grille except RC15-21, which has chrome frame and grille; all in-wall heaters have combination heat control switch.

A heat pump air conditioner in 1- and 2-hp sizes is also announced; with special de-icing feature; Fram Permachem treated air filter. **The Emerson Electric Mfg. Co., 8100 Florissant Ave., St. Louis 36, Mo.**

BARTON Washers

Announcement has been made of the addition of a new model, No. 800, in the Barton 1960 washer line.

Among the special features included in this semi-automatic washer are the finger-tip control center; sealed in double wall construction; 2-speed operation for both washing and wringing; a non-stall cleanable pump; built-in filling hose; also featured is a new self-adjusting wringer.

For attaching to post of agitator, an effective lint remover is also available. The pumping action of this agitator circulates the water down through the lint filter when the washer is in operation. The filter is easily removed for cleaning. **The Barton Corp., West Bend, Wis.**



BARTON SEMI-AUTOMATIC WASHER NO. 800

HOFFMAN TV Consoles

Hoffman Electronics Corp. announces two newly designed TV sets originally scheduled for introduction late in December to fill depleted pipelines for holiday selling. The two new models: 3723 consolette and 3743 lowboy are equipped with wide screen 23-in. Pan-O-Vision picture tube which shows all of the picture transmitted by TV station.

This rectangular tube reproduces even the picture corners which are usually cut off by conventional rounded tubes.

Pan-O-Vision also reduces reflections by two-thirds; provides increased light output and a clearer picture and since it eliminates the cabinet lens it is 100% dust free except for easily wiped front.



HOFFMAN NO. 3723 CONSOLETTE

The new basic models, No. 3723 and 3743 are equipped with hand-wired, and transformer-powered Mark 10-S "cold" chassis; it has 19 tubes; provides 20,000 volts of picture tube power for clear reception even in fringe areas.



HOFFMAN NO. 3743 LOWBOY

Other features include TV sound output jack, stereo extension speaker jack; provision for UHF reception; latest type high-gain low-noise VHF turret tuner; "picture high" front controls; push-pull on-off switch allow-

ing preset sound and "front firing" multi-range speaker.

Model 3723 consolette is 31 in. high, 29-7/16 in. wide and 15 1/4 in. deep.

No. 3743 lowboy console is 31 in. high, 34 1/4 in. wide and 15 1/4 in. deep. No. 3723 consolette is available in walnut, mahogany, blond finishes, also Salem maple in contemporary design. No. 3743 lowboy consolette is also available in all of the above finishes.

Price, No. 3723, \$269.95 in walnut; \$279.95 in mahogany and blond finish, \$289.95 in maple. No. 3743, \$299.95 in walnut; \$309.95 in mahogany and blond; \$319.95 in maple hardwood finish. Hoffman Electronics Corp., 3761 South Hill St., Los Angeles 7.

CAPITOL Stereo Console

Capitol's newest stereo console phono "The Continental" No. 936 is announced; an AM-FM tuner with dual output for simultaneous reproduction of AM and FM radio signals ("simulcast") is available at an additional \$119.95

Two separate swing-out speakers are sound-insulated; fully extended, the Continental offers a 7-ft. stereo spread; speaker enclosures of "compounded infinite baffle," acoustically corrected to eliminate false cabinet harmonics.

A deluxe British Garrard RC record changer with special plug-in cartridge and diamond stylus; Electro-Voice hi-fi horn; custom-built, 15-in. heavy-duty speaker in each enclosure; special design stereo amplifier with push-pull output on each channel; 105-db



distortion-free sound output; deluxe control panel features compensated "loudness" control for frequency-response correction at low listening levels, full-range treble and bass controls; push-pull stereo-balance control, on-off switch; custom-designed, hand-finished mahogany or Scandia walnut.

Price, \$489.95. Capitol Records Inc., The Capitol Tower, Hollywood and Vine, Hollywood 28, Calif.

PACKARD-BELL TV and Stereos

Portable TV 17T-4, "Astronaut 88," has front-mounted 6-in. speaker; "computer control" dialing; hardwood sound chamber; slim-styled; saddle-stitched suntan brown and white alligator or black.

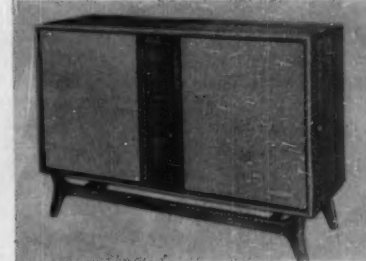
RPC-6 stereo-hi-fi with AM-FM radio has 6-speaker system: two 12-in. woofers; two 9-in. mid-range; 2

horn tweeters; tuning eye; Glasser-Steer 4-speed changer; 9-tube tuner; dual loudness, base and treble controls; mahogany, colonial maple or Scandia walnut.

Prices, \$439 mahogany; \$459.95 maple or Scandia. Packard-Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles 64.



PACKARD-BELL 17T-4



PACKARD-BELL RPC-6

Some Foreign Units Announced

A new line of Hartung West Germany made magnetic tape records introduced in the U.S. includes HM-4 monaural and HM-4-S stereo with accessories. HM-4 contains in a single case a power amplifier, playback preamplifier, recording preamplifier



in a self-contained monaural recording and playback system. HM-4-S has an additional playback preamplifier with additional recording preamplifier also available as an accessory; this stereo model can record stereophonically with Hartung RT-4-R second channel preamplifier; for stereo playback the phono input of a radio or existing monaural hi-fi system may be used, or a second channel speaker-amplifier HT-4-A may be added. Automatic and separate equalization is provided for each tape speed 7 1/2 and 3 3/4 ips.

Price, HM-4, \$264.95; HM-4-S, \$355.95. Hansa Trading Corp., 29 Broadway, New York 6; national sales and service representatives.

Blaupunkt's "The Boston," a radio-phono stereo system with AM-FM and shortwave coverage; has a 6-speaker stereo sound system with "Rex" stereo; 4-speed phono; 25-watt output; separate tandem treble and bass controls; flywheel tuning; separate FM and AM tuning; magic band visual tuning indicator; auditory volume control; special jacks for stereo tape recorder, monaural tape and external speaker.

"The New Yorker," a 9-speaker stereo-phono console system with "echo chamber" combined with a "Rex" deluxe 4-speed record changer with pushbutton operation. Speakers: four, 10x7-in.; four, 4-in. diameter; one, "echo" pressure chamber.

Other features include 14 pushbuttons, 3 "echo" chambers; a 4-

pushbutton sound register; separate tandem bass and treble controls; flywheel tuning; Magic Band visual tuning indicator; jacks for stereo and mono recorders, tape recorder compartment. Pickens Radio Corp., 64-01 Woodside Ave., Woodside, N. Y.

BLAUPUNKT "BOSTON"



RADIO and TV Components

Fisher 202-T stereo hi-fi FM-AM tuner with stereo master audio control in a compact chassis.

A deluxe version of 100-T, designed for stereo and mono application, it can be augmented for multiplex reception by adding the MPX-20 plug-in adaptor; wired for use with Fisher RK-1 remote control. A built-in low-impedance jack for center channel operation with a third amplifier and speaker system.

Features include MicroRay tuning, 4 IF stages; extra-wide band-pass; dual dynamic limiter; 2 short-time constant grid-leak limiters; wide-band ratio detector; built-in low-noise rotatable Ferrite loop antenna; tuned RF stage; MicroRay tuning indicator; temperature-compensated converter

stage; 2-position bandwidth for FM stereo and cut-off filter.

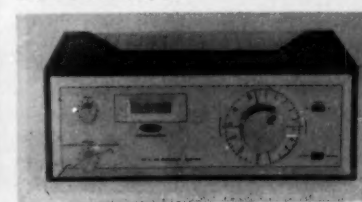
Audio control consists of 2 independent channels for preamp and equalization with 19 front-panel controls, 9 rear-panel controls; frequency response 20-to-20,000 cps, plus-or-minus 1/2 db. Fitted with 12 inputs and 5 outputs, the

FISHER 202-T STEREO HI-FI TUNER



202-T has a Master volume control, a.c.-off, loudness, FM tuning, AM tuning, muting, AM broad-sharp; 6-position selector switch; 5-position Mono-stereo switch, separate dual-channel bass and treble controls; high and low filter switches. Price, \$349.50. TA-6 simulated leather-covered metal cabinet, \$17.95 optional. Fisher Radio Corp., 21-21 44th Dr., Long Island City 1, N. Y.

SCOTT FM TUNER, 310C



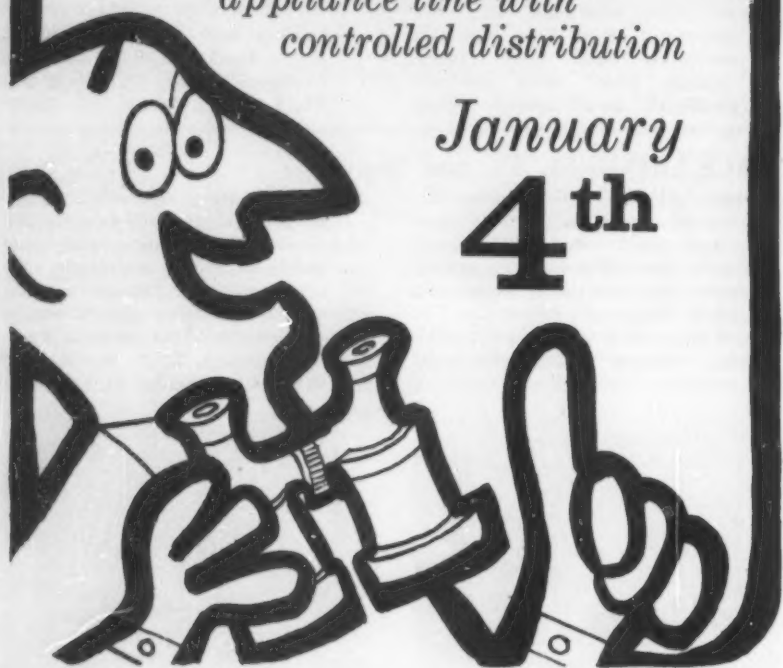
A new model of the Scott fine 310 FM tuner, is the 310C, which has been restyled and redesigned; sensitivity has been increased to 1.5 microvolts for 20 db or quieting, using a 300 ohm antenna. This tuner incorporates the Scott's wide-band design to insure drift-free reception in weakest signal areas and to allow separation of stations so close on dial that many tuners would pass them by; special circuitry permits high sensitivity and smooth, undistorted response over entire audio spectrum; "Local Distant" switch gives ultimate sensitivity in fringe areas; copper bonded to aluminum chassis; instantly adaptable to multiplex; new knob and dial assembly is easier to read and tune. H. H. Scott, Inc., Maynard, Mass.

Watch for it!

MZA

all new complete
appliance line with
controlled distribution

January
4th



Have you stopped learning?

One of the greatest of all British statesmen, it is said, read all of Gibbons "Decline and Fall of the Roman Empire" in the time intervals of waiting for his wife to dress for dinner.

Once a busy man feels the urgency to learn — and to keep learning — it's remarkable how he somehow manages to find the time and place to do it.

Today, in business and industry, ignorance is the most extravagant bliss anyone can pretend to enjoy. And startlingly enough, it is only when a man really starts to read that he realizes how much there is to learn . . . how fantastically fast the world is moving . . . the supersonic speed of engineering and technology . . . and that just to keep pace with his present job, he must read regularly and well.

If he had to spend countless hours seeking out that which would be most useful in his work, the going might be rough. But, happily, this herculean task has already been accomplished . . . and conspicuously well by McGraw-Hill specialized magazines that span almost every field and function.

Your very own publication, for instance, that you are reading right now. Read it inquisitively. Read it imaginatively. Pass it along to your fellows, tell them how much you get out of it.

Men who read more . . . earn more!

KELVINATOR 1960 Refrigerator-Freezers: No Frost

Three new refrigerator-freezers including the Foodarama are introduced by Kelvinator for 1960, featuring completely automatic defrosting in fresh food and freezer compartments.

No Frost models provide choice of freezer location: Foodarama, 18-cu.-ft. model has 6-cu.-ft. vertical freezer on left; K80M, 14-cu.-ft., has 108-lb. bottom freezer; K78M, 14.4-cu.-ft. 130-lb. top freezer.

Highlights include constant circulation of cold air in freezer and fresh food sections to cool food faster, give uniform temperatures, banish frost.

"Cold Mist Crisper" in fresh food compartment for high-humidity storage; "Package Pantry" for storing pre-packaged fruits and vegetables; "Perimeter Sealing" by magnetic door gasket.

Foodarama K89M and K78M have optional factory-built-in automatic ice dispenser, located in upper left freezer corner, and connected to cold water line. Water automatically fills compartment and crescent-shaped ice pieces are made continuously until container below is full; when container is filled ice-maker turns off automatically.

Fresh food compartments are refrigerated through small, compact coldplate concealed behind decorative aluminum cover plate at top back wall; cold refrigerant gas circulates through system to keep plate cold. Air drawn in at top of coverplate behind Cold Mist Crisper, is blown across coldplate, cooled and is discharged at bottom; small fan at top con-

stantly circulates cool air throughout; when door opens fan stops. Separate air circulation system and concealed cooling coil maintains zero degs. in freezer section; prevents formation of frost on packages, shelves and freezer walls, uses no heating device to dissipate frost but regulates the flow of the gas to prevent accumulation of frost in both freezer and fresh food compartment. Operation of "No Frost" systems in other models is similar. Doors open within cabinet width for flush-to-side installation; decorative strip of anodized aluminum runs vertically down full length; choice of 4 exteriors: pink, copper, yellow, turquoise, white. Kelvinator Div., American Motors Corp., Detroit 32, Mich.



KELVINATOR NO FROST REFRIGERATOR-FREEZER

KELVINATOR 1960 Dishwashers

Kelvinator dishwashers for 1960 include a mobile model that rolls out of way and a free-standing or built-in model UDW-45 with 12 place settings capacity.

UDW-45 multi-cycle dishwasher provides automatic selection of cycles: (1) cycle for normal loads; (2) extended wash for dirty, or heavy-duty loads; (3) pot and pan soak; (4) automatic pre-rinse; and (5) warming cycle.

Re-designed 1-dial control is waist high for convenient operation; once set for desired cycle a high-velocity spray of detergent and water whisks soil away; revolving impeller, surrounded by stainless-steel enclosure screen and vinyl-covered, creates wash and rinse action of water; proper water temperature is maintained by a 1000-watt element in bottom; drying cycle may also be used to preheat dishes. Roll-out top rack revolves by water action during wash and rinse cycles like a Lazy Susan; top rack adjusts up or down for large plates, tall glasses.

Built-in door dispenser automatically distributes detergent during wash cycle; door latch control stops action before door is opened. 39-min. wash cycle with 7 gal. water includes pre-rinse, 7-min. wash, 2-min. rinse, and 6-min. rinse, 17-min. drying. Extended cycle takes 50 min. with 10.5 gal. water. UDW-45 may be installed as free-standing or under-counter model; wood cutting counter top is factory-built optional feature. Front panel in brushed chrome, pink, turquoise, yellow, copper or



KELVINATOR MOBILE DISHWASHER

white on built-ins.

Mobile model has non-marring, ball-bearing casters; pre-rinses, washes, triple-rinses, dries 9 place settings automatically. Single dial does entire job; front handle automatically starts cycle, shuts it off if door is opened.

Two large vinyl-coated trays; removable silverware basket; stainless-steel mesh bottom; 775-watt heater keeps water hot during wash and rinse cycles; provides hot air during dry cycle; automatic detergent dispenser; hose and cord slip into rear panel when not in use. Total cycle, 34 min.; uses 6-1/3 gal.; cycle includes a rinse, 10-min. wash, 3 rinses, 16-min. drying period. Kelvinator Div., American Motors Corp., Detroit 32, Mich.

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CASWELL SPEARE, Publisher



HARRY C. HAHN, Advertising Sales Manager

WAYNE SMITH, Promotion Manager

PETER HUGHES, Production Manager

DISTRICT MANAGERS

New York W. S. Ackerman
H. William Davis
500 Fifth Avenue, New York 36, N. Y.
OX. 5-5959

Atlanta W. O. Crank
1301 Rhodes-Haverty Building, Atlanta 3, Ga. JA. 3-6951

Chicago D. R. Bauer
E. J. Brennan
520 N. Michigan Avenue, Chicago 11, Ill. MO. 4-5800

Cleveland R. J. Scannell
55 Public Square, Cleveland 13, Ohio.
SU. 1-7000

Dallas F. E. Holland
1712 Commerce Street, Dallas 1, Tex.
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Los Angeles R. H. Antles
1125 West Sixth, Los Angeles 17, Cal.
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68 Post Street, San Francisco 4, Cal.
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Maytag Keeps Pigskins Dry...

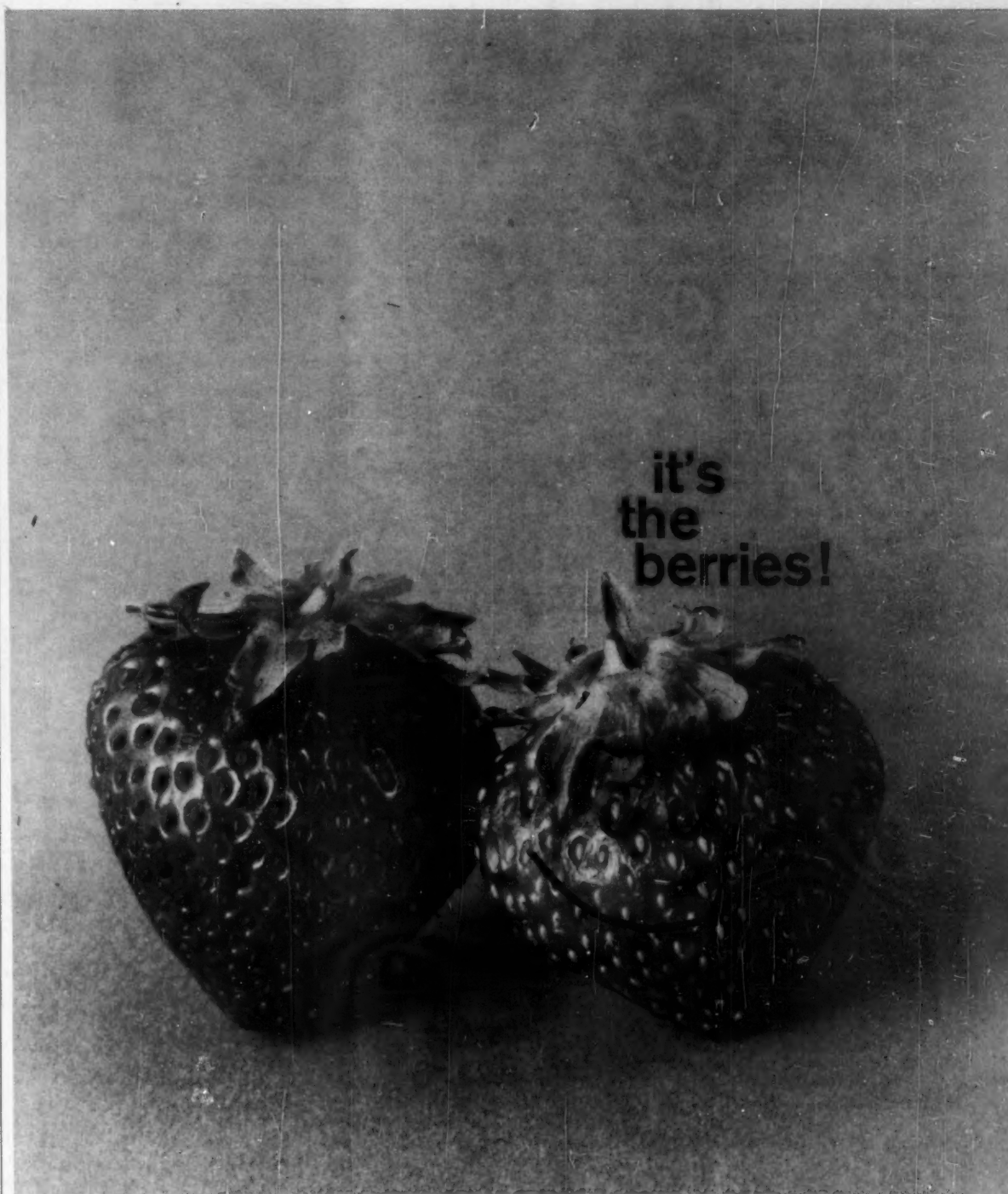
... on soggy Saturday afternoons. The University of Iowa coaching staff came up with this solution to the big-game muddy field problem. They simply toss slippery footballs in a gas dryer. The pigskins come out ready for play.

Pat Foster, Iowa City appliance dealer, was in on the deal. He furnished the Hawkeyes with a Maytag gas dryer. They set it up right on the sidelines so managers could shove footballs in as fast as they came off the grimy gridiron.

A small tank of bottled gas was enough to keep the dryer going throughout the whole game.



Bill Stevens of the Hawkeye staff pitches a soggy ball into the dryer.



You give food and friendship with every \$1 package you send to the world's hungry thru the CARE Food Crusade, New York

He feels like he's floating in cream because he waited to see the new Westinghouse Air Conditioners before placing firm orders for his 1960 models. He knew WESTINGHOUSE WAS HOTTEST IN AIR CONDITIONER SALES IN '59... they sold 7½-amp. models (top selling type) faster than any other maker. And, now he knows WESTINGHOUSE IS ON THE MOVE AGAIN FOR '60 with huge new air conditioner production from Columbus, Ohio... bigger and better award winning promotions... more powerful TV and magazine advertising. Make a date with your Westinghouse Appliance Distributor before you firm up any orders for 1960 models. See the all-new Westinghouse Mobilaire line... all-new Mobil-frame installation... plus the big new powerhouse Custom Heavy Duty line for 1960.

WESTINGHOUSE MOBILAIRE...TOP BANANA IN AIR CONDITIONER SALES IN '59!

A Quick Check of **BUSINESS TRENDS**

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES	204	166	172	26.8% up
appliance-radio-TV index (1947-49 = 100)				(9 mos. 1959)
RETAIL SALES	17.7	18.1	16.5	8.9% up
total (\$ billions)				(9 mos. 1959)
APPLIANCE-RADIO-TV STORE SALES	342	358	299	10.2% up
(\$ millions)				(9 mos. 1959)
FURNITURE, HOME FURNISHING STORE SALES	586	594	559	5.9% up
(\$ millions)				(9 mos. 1959)
DEPARTMENT STORE SALES	1142	1183	1055	10.9% up
(\$ millions)				(9 mos. 1959)
VARIETY STORE SALES	323	315	309	4.8% up
(\$ millions)				(9 mos. 1959)
MAIL ORDER STORE SALES	149	150	129	14.1% up
(\$ millions)				(9 mos. 1959)
HARDWARE STORE SALES	219	230	215	5.1% up
(\$ millions)				(9 mos. 1959)
TIRE, BATTERY, ACCESSORY STORE SALES	211	215	189	13.6% up
(\$ millions)				(9 mos. 1959)
CONSUMER DEBT++	286	288	291	1.7% down
owed to appliance-radio-TV dealers				(Oct. 1959 vs. Oct. 1958)
FAILURES	30	32	19	13.7% less
of appliance-radio-TV dealers				(11 mos. 1959)
HOUSING STARTS	105.1	120.4	115.0	18.3% up
(thousands)				(10 mos. 1959)
AUTO OUTPUT	85,638**	55,337**	137,882**	37.8% down
(thousands)				
PERSONAL CONSUMPTION EXPENDITURES	18.9+	18.8+	17.6+	7.3% up
for furniture-household equipment				(3rd qtr. 1959 vs. 3rd qtr. 1958)
(\$ millions)				
DISPOSABLE INCOME	335.1+	335.3+	320.4+	4.6% up*
annual rate (\$ billions)				(3rd qtr. 1959 vs. 3rd qtr. 1958)
CONSUMER SAVINGS	21.9+	24.1+	26.0+	15.8% less*
annual rate (\$ billions)				(3rd qtr. 1959 vs. 3rd qtr. 1958)
LIVING COSTS	125.5	125.2	123.7	1.5% up
index (1947-49 = 100)				(Oct. 1959 vs. Oct. 1958)
EMPLOYMENT	66,831	66,347	65,306	2.3% up
(thousands)				(Oct. 1959 vs. Oct. 1958)
UNEMPLOYMENT	3272	3230	3805	14% less*
(thousands)				(Oct. 1959 vs. Oct. 1958)

*new index used

**figures are for the week ending Dec. 12, 1959 and preceding week (revised).

+ figures are for quarters.

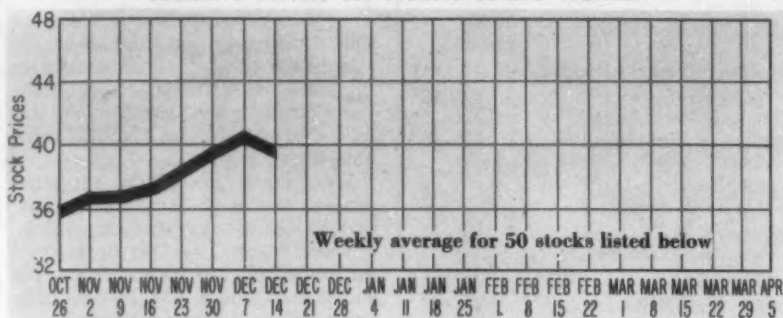
++ Federal Reserve Bulletin figures (revised).

A Quick Check of **INDUSTRY TRENDS:**

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures this week are shown in **bold-face type**.

		1959 (Units)	1958 (Units)	% Change
DISHWASHERS	Oct.	53,500	38,800	+37.89
	10 Mos.	449,500	327,200	+37.38
DRYERS, Clothes, Electric	Oct.	100,834	115,133	- 3.73
	10 Mos.	719,877	623,824	+15.40
Gas	Oct.	68,835	65,272	+ 5.46
	10 Mos.	370,218	287,205	+28.90
FOOD WASTE DISPOSERS	Oct.	80,500	53,800	+49.63
	10 Mos.	634,300	489,300	+29.63
FREEZERS	Oct.	89,600	108,100	-17.11
	10 Mos.	1,077,300	944,000	+14.12
INCINERATORS	Sept.	4,500	5,500	-18.18
	9 Mos.	32,900	36,200	- 9.12
RADIOS, Home-Portable-Clock	Week Dec. 4	226,300	218,325	+ 3.65
(production)	48 Weeks	9,319,537	7,355,405	+26.70
RADIOS, Automobile (production)	Week Dec. 4	62,455	140,662	-55.60
	48 Weeks	5,035,623	3,268,348	+54.07
TELEVISION (production)	Week Dec. 4	122,772	103,539	+18.58
	48 Weeks	5,076,741	4,588,549	+28.07
REFRIGERATORS	Oct.	329,600	277,500	+18.77
	10 Mos.	3,236,500	2,584,300	+25.24

TAKING STOCK: A quick look at the way in which the stocks of 50 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS	1959		CLOSE DEC. 7	CLOSE DEC. 14	NET CHANGE
	HIGH	LOW			
NEW YORK EXCHANGE					
Admiral	29½	17	24½	22½	- 1½
American Motors 2.40a	96½	25½	83½	80½	- 2½
Arvin Ind. 1B	36½	23½	24½	24½	+ ½
Borg Warner 2	47¾	37¾	47½	47½	+ ¾
Carrier 1.60	48½	34½	39¾	39½	+ ½
Chrysler 1	72½	50½	65¾	67½	+ 2½
Decca Records 1	21½	17	18½	17½	- ¾
Emerson Elec. 1.80B	77½	48½	74½	74½	+ ¾
Emerson Radio .50F	26½	12½	18½	19	+ ¾
Fedders 1	22½	16½	18½	18½	+ ½
General Dy. 2	66½	42½	50½	47½	- 2¾
General Elec. 2	97¾	74	92½	93¾	+ 1¾
General Motors 2	58½	45	51½	52½	+ ½
General Tele. 2.20	79	60	77¾	81	+ 3½
Hoffman Elec. .60	37	22¾	29½	28½	+ 1½
Hupp CP.37F	8½	5½	7	7½	+ ½
Magnavox 2	40¾	32¾	38¾	37¾	- 1
Maytag 2A	43¾	32½	41	40½	- ¾
McGraw-Edison 1.40	48¾	37½	40¾	44½	+ 3½
Minn. Mining & Mfg. 1.60	178½	111½	175½	169	- 6½
Montgomery Ward 2	53¾	40½	49½	40¾	+ 1½
Monarch 1.20	24	18¾	20	20¾	+ ¼
Motor Wheel .60	23¾	16	21½	22¾	+ ¾
Motorola 1½	165½	57½	157½	156	- 1½
Murray CP	31¾	25½	27½	27¾	+ ½
Philco ¼G	36¾	21	31¾	30¾	- 1¾
R.C.A. 1B	73½	43¾	71½	71½	+ ¼
Raytheon 3F	73¾	43½	55½	53½	- 2
Rheem .30G	27¾	17¾	27¾	26½	- ¾
Ronson .60	14¾	10¾	10¾	11	+ ¼
Roper GD	34	18	19¾	19	- ½
Schick	17½	12	16½	15½	- 1
Smith A.O. 1.60A	64	44½	52½	51½	- 1
Sunbeam 1.40A	66¾	50	65½	66½	+ 1
Welbilt .10G	8½	3½	6¾	7	+ ¼
Westinghouse 2.40	110	70½	105½	107½	+ 2 ¼
Whirlpool 1.40	39¾	28	35	35½	+ ½
White Sewing	14	7	11	10½	- ½
Zenith 1.60	136¾	87½	118¾	115¾	- 3½
AMERICAN EXCHANGE					
Casco Pd. .30G	9¾	4¾	8¾	8¾	+ ½
Century Elec. ½	11½	9½	9½	9½	+ ½
Du Mont Lab.	9½	6	9½	8½	+ ½
Herold Rad.	12½	5½	8	8½	+ ½
Ironite .20	8¾	5½	7½	8½	+ ¾
Lamb. Ind.	5	3½	4½	4½	+ ¾
Muntz TV	4¾	1¾	3¾	4½	+ ¾
Sillex	8¾	2½	8¾	8¾	+ ¾
MIDWEST EXCHANGE					
Knapp Monarch	—	—	4¾	4¾	- ½
Travler Radio	—	—	9½	8½	- ¾
Webcor	—	—	13¾	12	- 1¾

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959 plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.

INDUSTRY TRENDS CONTINUED

		1959 (Units)	1958 (Units)	% Change
RANGES, Electric—Standard	Oct.	74,200	78,300	- 5.24
	10 Mos.	781,500	652,200	+19.83
Built-in	Oct.	69,200	57,400	+20.56
	10 Mos.	613,800	429,200	+43.01
VACUUM CLEANERS	Oct.	330,899	339,127	- 2.43
	10 Mos.	2,836,882	2,684,473	+ 5.68
WASHERS, Automatic & Semi-Auto	Oct.	282,415	303,102	- 6.83
	10 Mos.	2,475,487	2,253,654	+ 9.84
Wringer & Spinner	Oct.	91,729	100,954	- 9.15
	10 Mos.	780,857	755,140	+ 3.41
WASHER-DRYER COMBINATIONS	Oct.	24,798	22,843	+ 8.56
	10 Mos.	165,352	128,988	+28.19
WATER HEATERS, Electric (Storage)	Sept.	71,000	74,300*	- 4.44
	9 Mos.	626,000	611,800*	+ 2.32
WATER HEATERS, Gas (Storage)	Oct.	273,500	265,900	+ 2.86
	10 Mos.	2,560,600	2,269,000	+12.85

*revised

Sources: NEMA, AHLMA, VDMA, EIA, GAMA.



REVOLUTION IN REFRIGERATORS! Coming January 4th—a refrigerator so completely new, so totally different, we had to keep it under wraps until now! Westinghouse asked women across the country what they wanted most in a refrigerator... built it... then tested the finished product on hundreds of more women. Their verdicts? "Fabulous!" "It's a totally new kind of a refrigerator!" "Can't you sell me one *now*?" Watch these pages for full details on a refrigerator that will bring you traffic and sales like no other refrigerator before! Another reason why... **THE BIG SWING IS TO WESTINGHOUSE!**



there's
a big
movement
afoot...

IT'S THE BIG SWING TO WESTINGHOUSE!

Big things are in the offing in Westinghouse Major Appliances! Big changes are under way in the major appliance field! Both can mean greater sales and profits for you! Keep your eyes on these pages for an important announcement from Westinghouse... *coming next week!*

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